

**THE
MACARONI
JOURNAL**

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**December 15,
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The
Macaroni Journal

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December 15, 1928

Volume X

Number 8



*A Monthly Publication
Devoted to the Interests of
Manufacturers of Macaroni*

Season's Greetings!

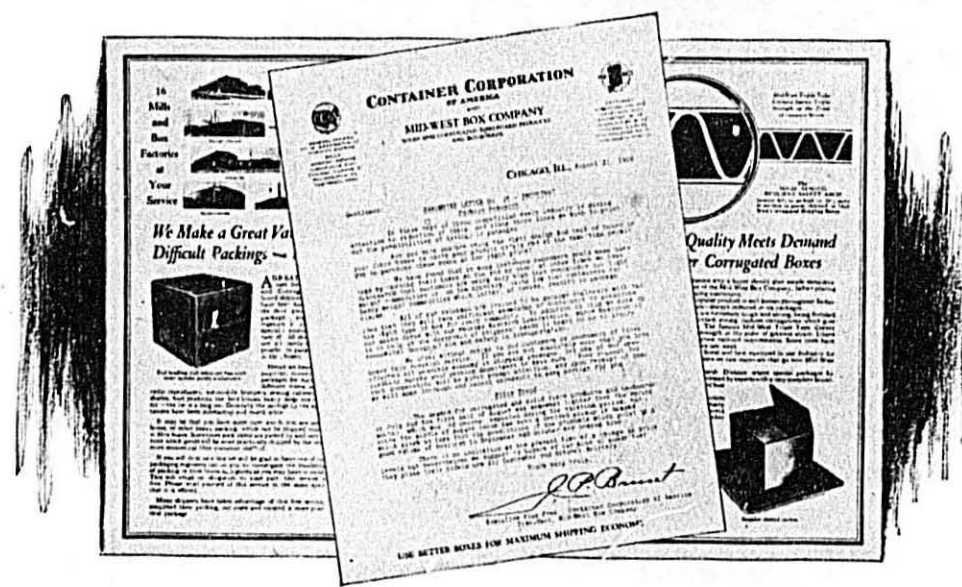
*A good business year
Makes us glad to hear
That seasonable cheer—*

MERRY CHRISTMAS!

*We to you
and
You to us—*

MERRY CHRISTMAS!

—National Macaroni Manufacturers Association.



Shippers! Do you want our Forecast Barometer Letter sent to your address?

The fine reception by the trade of our Barometer Letter, giving a sixty-day forecast of buying conditions in the fibreboard industry, has encouraged the belief that many other shippers and buyers beside those on our regular mailing list would be interested in securing copies.

This illustrated four-page letter features a forecast, as above, by Mr. J. P. Brunt, Executive Vice President of the Container Corporation of America and President of the Mid-West Box Company. His forecasts are based on a wide experience and intimate, up to the minute knowledge of the shipping container field. They have proved unusually reliable and are looked forward to by buyers for the valuable information they contain.

Should you wish free copies, then mail us the name of your company, your name and title and complete address for our mailing list so that you may receive the Barometer Letter regularly.

* * *

We wish again to emphasize the exceptional special service we are able to render you in specially designed packages. Our developments along this line are considered important contributions by industries and shippers who have made tremendous savings by their use. This intensive service, in addition to the unquestioned quality Corrugated and Solid Fibre Containers we supply to hundreds of the largest shippers in this country, gives you a setup that meets all your requirements.

By filling in and mailing coupon herewith our special service is your—FREE for the asking.



A Strong Solid Fibre shipping box that will protect your goods and deliver them in good condition.

CONTAINER CORPORATION
OF AMERICA
AND
MID-WEST BOX COMPANY

111 W. Washington St.

CHICAGO, ILLINOIS

Six Mills—Twelve Factories



Capacity 1200 tons per day

RETURN COUPON
CONTAINER CORPORATION OF AMERICA
111 West Washington Street, Chicago, Dept. 20
Gentlemen: Please have one of your experts check our present packing and shipping methods—without obligating us—for the purpose of reducing our costs if possible.

Name _____
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Looking at the Christmas Windows

By Ernest V. Madison

Christmas window time brings an annual revival of youthful enthusiasm.

The glass-faced wonderlands, piled high with holiday toys, fabrics or foodstuffs, never fail to generate a thrill of delight.

They are interesting to child and adult because they show seasonable merchandise and newly created articles.

For similar reasons, many progressive executives look through the advertising section of The Macaroni Journal.

Here they have an avenue of show windows where manufacturers, by picture and paragraph, display wares for the Macaroni Products field.

These executives find interest on this avenue—every advertisement brimful with it.

They look at the ad displays, leisurely—at their convenience.

You can look, too, by merely turning to the advertising section in this issue.



Our Supreme

QUALITY

makes

New Friends

for

★★ **TWOSTAR** ★★

MINNEAPOLIS MILLING CO

MINNEAPOLIS, MINN.

New York Office, 313 Produce Exchg.

Chicago Office, 612 No. Michigan A

THE MACARONI JOURNAL

Volume X

DECEMBER 15, 1928

Number 8

The Christmas Spirit in Business

The Christmas season is here and the entire world seems more happy. The home life is more cheery and people generally are more jovial. Is business similarly affected by the merriness that seems to be all around us? It is indeed unfortunate if to any number of business people Christmas represents merely a season of intensified buying and selling, a period of jollification for the children or a week of complete or partial rest from work.

In too many cases the true Christmas spirit is lacking in business. Christmas should be an occasion for rejoicing. Coming as it does near the close of the calendar year it should inaugurate a period of unprejudiced review of our personal and business activities during the year immediately preceding; to rejoice in success in its broadest sense and to be satisfied our well-intentioned efforts even though we did not exactly gain our goal.

Have our business relations with customers and competitors and our personal relations with our employes and friends been such that we can honestly exclaim "Merry Christmas" to all of them? After all, the one worthwhile thing that we get out of this life is HAPPINESS. We are ever looking for it in our own way, yet we seldom find it in the measure which we desire it. May this not be because we, as business men, are too greatly interested in gaining only the material things in business? If this be true, how can our Christmas be happy!

The Three Wise Men who followed the Star of Bethlehem nearly two thousand years ago were happy not for what they had but because of their belief. Happiness is a state of mind. If we believe in ourselves and in our aims and ambitions we are contented. If we believe in our business, believe in our industry and feel that our part in our industry has been played in entire fairness to ourselves and to competitors, we will be filled with that spirit which will make our hearts happy and gay during this merry Christmas season.

If we are to find real happiness in business we must learn to believe in people despite their shortcomings; we must believe in our particular business, notwithstanding temporary difficulties yet to be overcome; we must believe in the future of our business and industry though advancement has been slow and apparently lost; we must believe in our trade association as the vehicle of better understanding even though the path of true cooperation appears a difficult one. In brief, to gain true happiness in business we must believe in ourselves, and by doing so we will believe in others.

of the year happily ending in glory for most of us. Business has not been so bad. Macaroni manufacturers have been fairly busy supplying the satisfied public with high grade products at reasonable prices. The industry has experienced few or no labor troubles or outstanding financial disturbances. Why should we not be happy?

About the only cloud noticeable is that many would feel happier were it not for the unwarranted actions (real or imagined) of competitors who, we feel, have sought only to make life miserable for us. Competition has been keen and perhaps there have been cases where certain competitive practices have prevailed that caused us worries and losses. But do we not sometimes overlook the truth that after all competitors are men like ourselves, with virtues as well as faults, with the same instinct to succeed and prosper, with the same desire to conduct business ethically, with equal fears and suspicions and with the same unsatisfied desire for cooperation?

Business in this day and age has somewhat altered the old view of competition. Competitors are now looked upon as our reflected selves. They do the very things that we would do under the same circumstances and for the very same reasons. In this as in any other line of business there may be competitors who do not fully warrant our confidence, but if they continue to carry on business practices generally frowned upon by business and government they will not long remain as a part of our industry to molest us and to shake our confidence in mankind.

The Macaroni Products Manufacturing Industry may have had its trials and tribulations during the past year, but compared with other lines of business we have not fared so badly. If the health of the manufacturer and of his employes has been good, if his plant has run at a reasonable capacity throughout most of the year and if his output has been sold profitably to satisfied buyers, then we all have ample reason for being happy and merry.

To every manufacturer in the Industry the National Macaroni Manufacturers Association extends the Season's Greetings. Nearly four score of the leading firms of the country join us in saying to the world, MERRY CHRISTMAS. In return the most pleasing greeting that we could get from the progressive firms who are not yet members of the National Macaroni Manufacturers Association would be their application for membership, voluntarily and cheerfully given in that true Christmas spirit that we hope prevails in every heart.

Meals in a Jiffy

One way I suggest as the best means for Mrs. Housekeeper to get at least a weekly afternoon of rest and change is to serve the sort of one dish meal which requires a minimum of preparation. There are all sorts of possible combinations. I think that last year I gave you several recipes for one dish meals. There is always a dietary principle to keep in mind in planning one dish meals. It must be something which gives us a well balanced combination of food values as well as a palatable and appetizing dish. The food which lends itself better than any other to this use is macaroni. In any number of combinations macaroni gives us easy, quickly prepared meals, which are also well balanced. For this reason it is a boon to the tired, over-worked housekeeper who wishes to serve something new, providing it is easy to prepare. Pound for pound, macaroni gives us more than twice as much food value as beef steak. And just think of the difference in cost! It also contains a large percentage of carbohydrates, the energy producing food. Lastly, it comes highly concentrated, with practically no water content, so that we get superlative food value, and at very low price.

More than this, macaroni is almost always used in combination with other foods, such as vegetables, cheese, milk, meats, etc. In this way macaroni dishes become a valuable source of minerals and vitamins and the regulatory foods. With one simple macaroni dish, therefore, all you need do is to eat plenty of it, to be well satisfied and to have conformed to the best dietary principles. This comprehensive, nutritive quality of macaroni makes it mighty valuable to us and we are beginning to be properly appreciative of its superiority as a food. Women who were never accustomed to serve it are including it in their menus at least once a week, and their families are beginning to look forward to macaroni dinners.

When you are searching for ideas on foods to serve on the days when you want your well earned afternoons off, just remember that we have a good many GOLD MEDAL kitchen tested recipes for interesting macaroni dishes. I will always be glad to send them to you if you will write me.

Today I am going to give you the recipe for a delicious hot, one-dish meal which was served to me one evening by a friend who, urging me to stay for dinner, said "Oh, I can get our meal in a

By **BETTY CROCKER**
of Washburn Crosby Company, Inc.

jiffy. I know just what I'll have." And in that instance she was just as good as her word, for in less than 30 minutes we were called to eat one of the most delicious concoctions it had ever been my good fortune to try. She called it Spaghetti Napoli. Here is the recipe for Spaghetti Napoli as tried out in our GOLD MEDAL kitchen:

8 oz. or 2 1/4 cups spaghetti
1 small can tomatoes
1 small can tomato paste
1 cup soup stock or 1 bouillon cube dissolved in 1 cup boiling water, or 1/4 pot beef extract
4 slices bacon
2 to 4 onions
6 tablespoons olive oil
Cook the spaghetti in boiling water until tender and drain.
Stew the tomatoes and strain.
Add the tomato paste and add to the stock.
Fry the diced onions in the olive oil and add to the stock.
Fry chopped bacon in same oil and add to first mixture.
Let simmer until thick.
Serve over the spaghetti.
Parmesan or Toman Italian Cheese may be grated over this.
This amount will make 6 servings.

While the spaghetti was boiling my friend cooked the sauce, and in between stirs set the table, made the coffee, and marinated some head lettuce in French dressing. The dessert was a bowl of wonderful autumn fruit and some marvelous spice cookies made out of GOLD MEDAL kitchen tested flour. It was such a satisfying meal we each ate quantities of the spaghetti, passing our plates back to the server until we were ashamed. The green salad was refreshing with it and the fruit and cookies and coffee seemed just right to top off the meal.

Another idea I want to give you for a macaroni dish, to have when you want to get a meal in a jiffy, is plain boiled macaroni served with ground beef cakes and tomato sauce. Just fry the cakes of ground round steak in a pan as usual. I put them into a little hot bacon fat to add an extra zest of flavor. After they have been turned and pan-broiled about 10 minutes, push them to one side and pour a can of tomato soup into the other side of the pan. Cover it and let the tomato sauce simmer with the meat cakes for 10 minutes more. In the meantime cook macaroni in rapidly boiling water from 15 to 20 minutes, until tender. Drain and turn it onto the center of a hot platter. Dress it with butter and paprika, place the meat cakes around it and pour the tomato sauce over them. This combination is easy to prepare and makes a well balanced combination for dinner. No family could feel abused if this were served to them, even though mother hadn't arrived home until late.

Macaroni should be used interchangeably with meat and potatoes, although often a small amount of meat is used with it for the sake of the flavor. It does away with the messy and time consuming job of paring potatoes, and gives us a variety in our menus which is most refreshing.

You may be one of those people who think that they do not like macaroni. Very often I find that any one who has eaten inferior macaroni, poorly cooked, gets the idea that macaroni dishes are uninteresting. I must confess that my own enthusiasm for macaroni dishes developed after I learned to buy high grade macaroni and cook it carefully.

*Excerpts from talk broadcast on Nov. 30, 1928, over a chain of 23 radio stations, extending from coast to coast and border to border.

MY FAVORITE RECIPE Cream of Noodle Soup

By David Cowan of A. Goodman & Sons, New York

INGREDIENTS

3 oz. Egg Noodles 3 cups Stock
2 cups Milk 1 tablespoon Minced Parsley
1/2 grated Onion 1 teaspoon Salt.

METHOD

Break noodles into small pieces and cook in stock until stock is reduced to half the quantity; add milk and seasoning; simmer until thickened. Serve at once.

(This soup is simple and nutritious enough for children and invalids.)

Now, YOU tell us your favorite.

Depreciation---a Vital Cost Element

By Wm. E. Gartner, Secretary C. F. Mueller Co., Jersey City, N. J.

It seems to be opportune that the treatment of depreciation prepared by the Bureau of Internal Revenue should be set, as it was, to the leading members of the macaroni products manufacturing industry at the very moment a special committee is considering manufacturing costs and the adoption of a uniform Cost Sheet that will enable manufacturers to measure with others their various operations.

At this late date the structure of accounting should be well understood by all business establishments and depreciation as a cost indisputably recognized. Such being the case, returns for wear, tear, etc., of plant and equipment are presumed to be in the selling price, just as are the costs of material, labor and other overhead expenses, and not as a side issue as many operating statements seem to infer.

Depreciation, therefore, remains but a matter of rate and application. The United States government has allowed, upon inspection of tax returns for the past 14 years, a reasonable rate for depreciation as a deductible expense. This rate upon the respective assets has had to be uniform. The basis, therefore, has been established. These years of experience have taught us whether the rate has been properly fixed by the results of the disposition or continued existence and operation of the assets depreciated. The accounting records should reveal this.

Manufacturers may differ with each other in their rates on similar equipment, according to its durability, but as durability is governed by its original cost, the yearly depreciation charges may not vary much, i. e., an asset costing \$100 may have a life of 5 years, rate 20%, whereas a much better one costing \$200 may serve 10 years, rate 10%, thus the annual charge would be the same. However, an average rate, say of 10%, is preferable since estimated life is but a guess and no two things, even of the same nature, will wear out alike, nor at the same time. A composite rate, too, would simplify accounting. We can all agree too with the handling of maintenance costs, described in the paper and box making industries. It is reasonable to charge costs for current repairs to maintenance, and to capitalize larger alterations and improvements, which perceptibly lengthen the life of an asset. Charging improvements and alterations to depreciation reserves is an alternative

but this method will be found to complicate the average rate.

Assuming then that the natures of assets to be depreciated are properly designated and the rates fixed, records can be so kept that the accumulated amount of depreciation on each is shown and computed until this amount equals its original cost. Salvage or residual value is disregarded in establishing the rate since that figure would be purely another estimate and more uncertain.

We employ a simple method of determining and controlling asset values that have been fully depreciated. Through the use of an auxiliary ledger or record, which balances with our general ledger, we keep a page for each year's purchases or additions of an asset in total as a debit. To the credit of this page we record discards of that year's purchases, naming the years in which they are discarded. This page, under a separate caption, also records the Reserve for Depreciation set up yearly on the balance of above asset account as a credit, and as a debit, the amount of reserved is charged which had been set up on a discarded or sold asset of that year's purchase. When the balance in the reserve account equals the balance in the asset account, that year's purchase is fully depreciated, and only the difference between that year's purchases and discards is eliminated from asset values subject to depreciation. By recording the facts in this manner, there is no fear or chance of subtracting too large an amount from the Asset Value on the ledger subject to depreciation. Furthermore, after a year's balance transferred from Assets still subject to depreciation to one captioned "Asset fully depreciated."

Machinery, Office Furniture, Automobile and definite assets are readily handled in this manner. However, there are some accounts which are not so simply controlled, such as wiring and sundry installation in Power Equipment, and many items in Factory Equipment, especially where discards are not reported or when reported the year of purchase is not determinable.

Our solution in such cases is to write off discards from the earliest year's purchases. If the article had been purchased in that year, this would be correct. If not, well, since that year is eliminated from depreciable assets, the undepreciated asset values have not been affected and depreciation of the (unknown) year in which the discarded as-

set was bought will continue until it automatically is exhausted.

Having arrived at a point where we have ascertained the aggregate cost of depreciation on classified assets such as Machinery, an analysis of the purpose of each unit becomes necessary. These purposes indicate the object of the machines in converting the raw materials to finished goods in the manufacturing department and to cased goods in the packing department. In the macaroni business, they are defined as Blending, Mixing, Kneading, Shaping and Drying; Carton Forming, Wrapping Box Making and Case Sealing. Depreciation distributed over the machines in this classification will quickly determine the cost per hundred pounds in manufacture and cost per case in packing. Where two or more kinds of products are manufactured, a further distribution or subdivision of these costs is also readily obtainable.

In brief, this is the layout by which we determine our costs for depreciation and the aggregate capacity of each group of machines so classified serves to keep a proper balance of one group to another for scheduled operation.

Members of the association may find this method interesting in seeking one for adoption, and it is for this reason that I have gone to such length to describe it.

SLOW GUYS ARE THE ONLY ONES WORRYING ABOUT SLOW TIMES!

A Good Advertisement

- (1) An advertisement must be specific.
- (2) The points made must be definite and supported by definite reasoning.
- (3) An advertisement must not only state its case but visualize it.
- (4) An advertisement must always have one and only one dominant idea.
- (5) It must present that idea in logical form and sequence.
- (6) It must show its relationship with its product, with the customer's need, and with other advertisements of the series.
- (7) It must sell, by education, by persuasion, by indirection or by direct offer; but it must obviously be part of a selling effort.—Printers' Ink.

Instead of regretting yesterday get busy and prepare for tomorrow.

Wheat and Macaroni Products Bibliography

By U. S. Bureau of Agricultural Economics

So great has been the progress of macaroni manufacturing in the United States within the last decade or two and so many are the questions asked concerning their manufacture and their chief basic constituent that the United States government has found it expedient to compile a selected list of references on the subject. This has recently been released by the bureau of agricultural economics of the United States Department of Agriculture, the work being compiled by C. Louise Phillips and J. H. Sollenberger of the grain investigation division.

The treatise first gives a brief discussion of durum wheats, then a list of government publications covering the raw materials and the finished products and lastly a list of miscellaneous publications dealing with this grain and food. It is by far the best compilation of references on these products and is worthy of space in the official organ of the macaroni industry in this country. The bibliography, which should be preserved for reference, follows:

DURUM WHEATS

"The durum wheats are all spring varieties with thick, compact heads, long stiff beards, and large hard kernels." They are grown principally in the northern Great Plains area, where they are best adapted because of their resistance to drought and rust, which enables them to outyield other spring wheats. The States leading in their production are North Dakota, South Dakota, and Montana. About 3,500,000 acres are grown annually in the United States.

"Durum wheat is used largely for making semolina, from which macaroni, spaghetti, and similar products are made. Domestic manufacturers use less than half the annual production, the rest being mostly exported. The price of durum wheat often is less than that of equal grades of hard red spring wheat.

"There are 12 varieties of durum wheat commercially grown in the United States. These differ in their adaptation and yielding ability, resistance to drought and rust, and in the quality of their grain, as well as in their appearance.

"Kubanka is the variety best adapted for all the varying conditions in the sections producing durum wheat. It is a high yielding wheat, considerably resistant to rust, of good milling quality, and best adapted for making both macaroni and bread.

"Acme and Monad are two similar amber durum varieties which are very resistant to stem rust. Acme is the highest yielding durum variety in most of South Dakota, and Monad the best yielding variety in North Dakota. Both produce macaroni of a grayish color, considered by manufacturers less salable than that made from Kubanka wheat.

"Mindum is the most productive durum variety in Minnesota. It is somewhat resistant to stem rust and makes macaroni of good color.

"Peliss is the best yielding durum variety in the higher and drier sections of Montana and Wyoming, where rust does not occur. It is not equal to Kubanka wheat for bread making, but gives an excellent color in macaroni manufacture."

U. S. Department of Agriculture, Farmers' Bulletin No. 1304, January, 1923.

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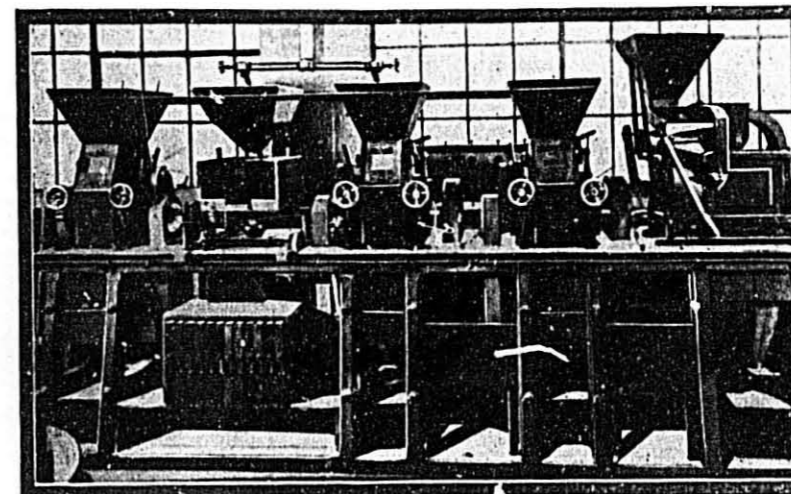
October 15, 1928

THE MACARONI JOURNAL

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Through our own experimental "Semolina Mill" we secure the facts upon which

We guarantee the quality of Gold Medal Semolinas



GOLD MEDAL "Tested" SEMOLINAS

The testing unit includes a miniature mill; a macaroni mixer, a roller and press; drying chamber and cooking equipment. In a miniature testing plant we test and develop the character of the flour necessary in the production of macaroni; we develop any excess of foreign seed and we which produce an excess of bran specks.

Several years of experience have taught us that the manufacture of semolina, both as regards the wheat mixture and the milling, requires constant care and watchfulness; that it demands a more delicate adjustment of raw materials and machinery than is the case even in the making of flour.

This is why we designed and installed an experimental semolina mill. It enables us to find out a great deal more about the quality of different grades of durum wheat than ever could be obtained through chemical analysis alone.

Following our chemical analysis of samples of the



wheat received at our elevators, enough wheat from each shipment to make five or six pounds of semolina is ground in our experimental mill, and the resulting semolina run through the mixer, kneader, press and dryers.

We feel that through this careful experimental work, we are giving the manufacture of semolina the serious consideration it deserves, and that our efforts will result in a constant improvement of the macaroni products made from Gold Medal "Tested" Semolinas.

Gold Medal "Tested" Semolinas are guaranteed. If any sack does not prove satisfactory in every way, your full purchase price will be refunded.

GOLD MEDAL SEMOLINAS

"Tested"

WASHBURN CROSBY COMPANY

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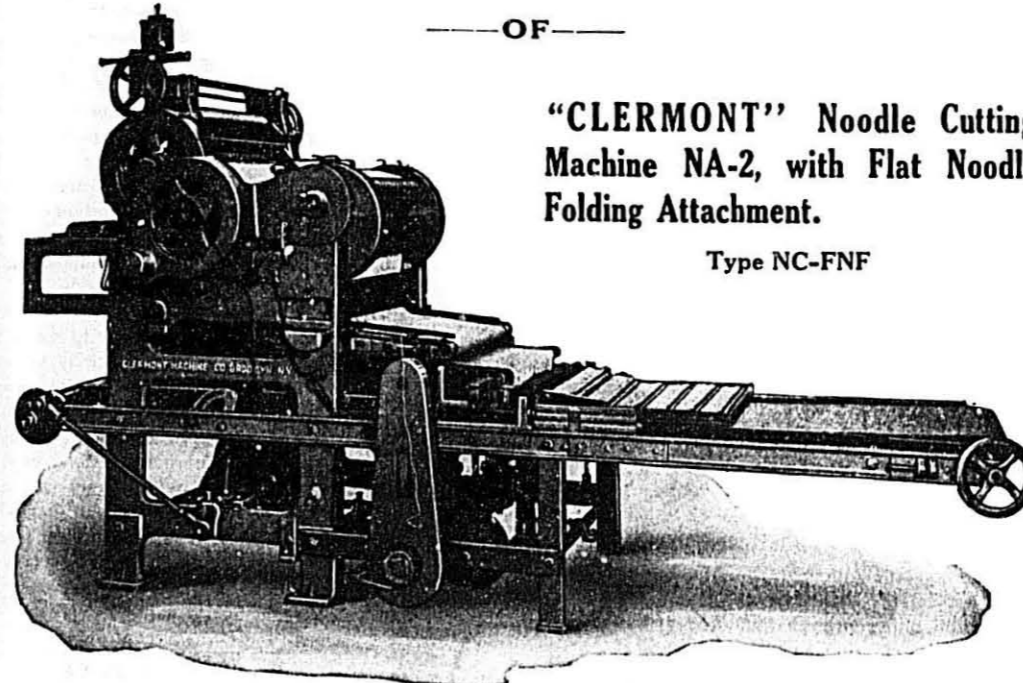
(Continued on Page 36)

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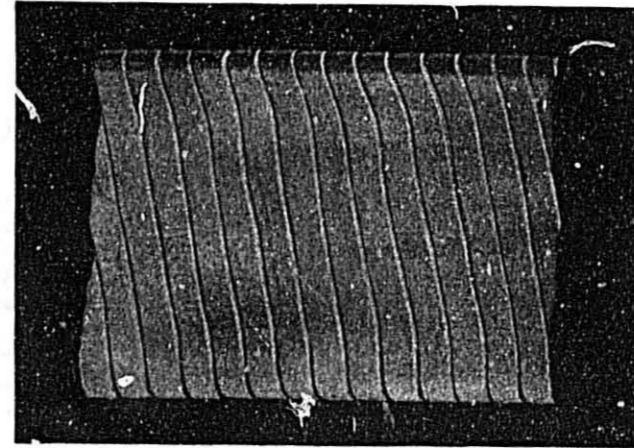
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Macaroni Has Great Food Value--- Should Be Used More

By DANIEL R. HODGDON,
D.Sc., LL.D.

Formerly President Hahnemann Medical College and Hospital, of Chicago; President Vassar University; member faculty New York University and Newark Institute of Arts and Sciences.

One of the food products which ought to be in more general use than it is at the present time is macaroni. As a substitute for potatoes, macaroni has no peer. It really is not a substitute since it is a food that has many of the elements which potatoes have and even more. There is almost twice as much protein in macaroni as in potatoes. The carbohydrate value exceeds that of potatoes many times, approximately five times. The fat content in macaroni is about nine times of potatoes.

In general macaroni has more than four times as much food value as the same weight of potatoes. In addition to the large amount of food value from the calorific standpoint macaroni contains an appreciable supply of calcium, magnesium, phosphorus, sodium, sulphur, potassium, chlorine and iron. Compared with the potato, macaroni contains one and a half as much calcium, more than twice as much phosphorus, about 6 times as much sulphur, nearly twice as much chlorine, a little more magnesium, and about the same amount of iron.

Macaroni may also be used as a meat substitute. One hundred grams of macaroni contain .022 of calcium and the average meat content is about .058 grams. Macaroni contains .037 grams of magnesium, and meat .118. The potassium content is .130 while that of meat is 1.694. The iron content of macaroni per 100 grams is .0012 while that of meat is .0150. It will be seen that meat is somewhat richer ounce for ounce than macaroni in the mineral contents, but it must also be borne in mind that macaroni may be eaten in much larger quantities than meat without any of the subsequent ill effects which follow the eating of large quantities of meat. When a comparison is made between the amount of macaroni which may be consumed and that of meat, there is little difference in the mineral content which is taken into the body, if meat is not eaten in excess.

There is a large amount of gluten in macaroni which is easily digested. The digestion of macaroni is rather rapid and quite complete, less than

11% of it is lost in the processes of digestion and assimilation. It has practically no byproducts which are injurious to the system. Byproducts such as uric acid which are so prevalent in protein diets are practically absent. The kidneys and liver therefore have little work to do in the process of elimination of the byproducts of digestion and assimilation. This makes the macaroni a "rest food" for these very much overworked organs and it is likewise a good food for those suffering from diabetes, lumbago, rheumatism, arteriosclerosis, gout, and



other disorders of this character. People who suffer from hardening of the arteries may eat freely of macaroni without any apparent difficulty. It has been found to be useful and beneficial as a part of the diet for those suffering from Bright's disease.

The value of macaroni has been demonstrated over and over again as a highly nourishing, energy giving, and health maintaining food.

There are many ways whereby macaroni may be made a highly attractive and desirable part of the diet. The variety of combinations by which it may be served makes it a very desirable and useful food. The combination with cheese increases its protein value, lime content, and some of the other mineral contents as well as adding vitamin. Sometimes the macaroni is served with tomatoes. This is a very highly desirable combination since it enhances the value of the food product not only in mineral salt but in valuable and essential vitamins to life and health.

Macaroni has a cleansing effect upon the intestines and does not cause putrefaction in the intestinal tracts as

Contains Essential Materials and
Is Excellent Substitute for Potatoes

many other foods do. It seems to have a beneficial reaction upon cases of gastric and intestinal dyspepsia and because it is easy to digest, may be used freely for evening meals and by those who find it difficult to eat large quantities of meat and other heavy foods.

The best type of macaroni is made from wheat rich in protein since this food is highly nourishing to the muscles, nerves, brain, tendons, and the various organs of the body.

One should be very careful in the purchase of macaroni, to get a well made brand, one which is known to be carefully prepared and made under the direction and the supervision of a manufacturer who takes pride in his product. There is no food upon the market today which deserves a larger and better place in our diet. It is wholesome, it is rich in food value, it is a healthy food, it gives energy and strength, and it helps to preserve the system by its daily use.

THE MOTIVE

It was the young barrister's first case, and he was bubbling over with pride and enthusiasm as he stood in court.

"Now," he said, addressing the defendant, "you say you came from Liverpool to London merely to look for work? I put it to you there was another, a stronger, motive that brought you all this distance?"

"Well," hesitated the defendant, "there was—"

"Ah!" cried the barrister, triumphantly, "And what was it?"

"A locomotive!"—Tid-Bits, London.

If we are ever to find it, most of us needs seek our pot of gold under our hats.

MODERN LUXURY

Mr. Pennypound—Any instalment due today, dear?

Mrs. Ditto—No, I think not.

Mr. Pennypound—Nothing due at the house, the radio, the furniture, the rug, the books or the phonograph?

Mrs. Ditto—No, dear, I'm sure they're all paid up.

Mr. Pennypound—Well, then I have ten dollars we don't need. What do you say we buy an automobile?

A Strong Dependable Durum Semolina for
Macaroni Manufacturers who Realize that Quality
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When China Becomes Our Largest Customer

China, the largest nation in the world, is awaking. Just how rapidly this giant will forge ahead into her destined place in world affairs cannot be foretold. Her progress is, however, certain—and it is as certain that the commerce of the United States will be largely influenced by this development, says the Business Bulletin of LaSalle Extension University.

China and Japan Compared

The trade of the United States with Japan today totals some \$660,000,000. With only 3 countries are we doing more business: Great Britain, Canada, and Germany. Japan has 60,000,000 people and 260,000 square miles of territory. China has some 400,000,000 (there is no exact census) of the most industrious, intelligent, and highly civilized people in the world and its area is 4,277,000 square miles.

Our Place in China's Heart

Our trade with China asleep is already large—over \$278,000,000 last year. As China awakes she too will turn more and more to America with her commerce, for we are her nearest, largest and most progressive neighbor. The ties of friendship with the United States are already strong and were cemented the more strongly when Secretary F. B. Kellogg concluded the first treaty with China in which her status as a nation, in every way on the same plane with the other great nations of the world, is acknowledged. That fact will be set down in her history. There is likely to grow out of it a deep feeling of sympathy similar to that which exists between our land and the France which first acknowledged our independence.

This coming change in our trade with China and the other lands on the Pacific is likely to have an enormous effect on our commerce. Some farsseeing thinkers consider that on the Pacific lies America's great opportunity for foreign trade, and forecast that our Pacific ports will in time outdistance those on the Atlantic. There is much to support that theory for, as just suggested, China alone, should its trade grow to be proportionately as large as that of Japan, will provide the United States with a foreign commerce totaling \$4,400,000,000—which is half the total foreign commerce of the United States today.

Our West Will Leap Ahead

Naturally a goodly part of this commerce will leave through our Pacific

ports. Manufacturers and producers along our western coasts and mountain ranges are the most accessible sources from which this commerce will develop. Our Pacific ports also will become ports of entry for Oriental goods destined for central and eastern states. In these western states, therefore, the trend of events is likely to multiply business progress and opportunities—and perhaps at a rate more rapid than we can now imagine. Who can foretell how quickly an intelligent, law abiding, peace loving and industrious people like the Chinese can transform their Middle Ages civilization into a land as modern and progressive as is Japan?

Home Economics Research as Aid to Better Living

There must be a more definite understanding of what is a satisfactory standard of living if the United States is to carry out a national program of better living based on its natural resources and its agricultural, industrial and commercial development. The activities of the bureau during the past year have been directed toward the national aim of more satisfactory living conditions for all.

There must be social and economic adjustments between the goods produced, the services available, and those which are needed in the home. Further standards are essential for the education

of the consumer in the wise use of the goods produced in such abundance. Food is one of the prime considerations in any standard of living. A more stable food production and distribution program, based on nutritional requirements, is important.

Since knowledge of the properties of foods themselves is essential to all nutrition work one of the projects of the bureau is research on the vitamin content of various foodstuffs. New average figures on the chemical composition of fresh fruits, meats and other classes of foods are being compiled from carefully selected sources so that they represent food now produced and consumed in this country.

Supplementing this work on foods are studies of dietary habits. Food consumption records have been furnished by several thousand families. When analyzed these records will show not only what these families eat at the present time, what it costs and its nutritional value, but whether or not, in comparison with accepted nutritional standards, their diets are adequate.

Other work bearing on standards of living includes studies on the use of the family income and the distribution of the housewife's time in doing her different household tasks.

An ounce of gold can be spun to great lengths; an ounce of kindness to greater.

BELL RINGER

BRING YOUR BROTHER

By Dr. B. R. Jacobs, Washington Representative

We are off Scotch jokes but must tell about the party arranged by an ex-bartender in a certain eastern city recently.

A brace of Irishmen, a Hebrew merchant and the usual canny Scot were present when arrangements were made.

"Each bring a little something and we'll have a grand and glorious time tomorrow night," suggested the former dispenser of wet goods.

They met the following evening. Of course the Irishmen brought their share of the necessary liquid refreshment. The Hebrew brought a drinking glass . . . and the Scotchman brought his brother.

If we were talking "shop" we would say that when the Macaroni Products holds its next sectional meeting or annual convention—BRING ALONG YOUR BROTHER MANUFACTURER. IT'LL DO BOTH OF YOU GOOD.

You, too, can be sure of

SAFEGUARDING YOUR MERCHANDISE.



THOUSANDS of manufacturers—many by costly experimenting with substitutes—have found that there is no surer, economical way to safeguard their merchandise than by packing and shipping their goods in good wooden boxes.

The Bear Brand Hosiery Company says, "Our experience shows that the slight additional cost of good wooden boxes is more than equalized by the saving over any other method of packing, to say nothing of the greater security wooden boxes insure. We feel it is to the interest of every manufacturer to have his merchandise reach his distributors in the same perfect condition in which it leaves his plant. Wood shipping cases offer the best insurance for the satisfac-

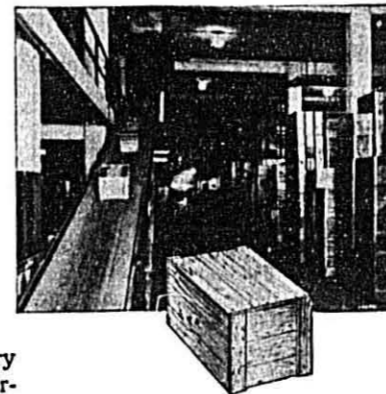
tory delivery of merchandise."

The Western Electric Company—"As a final safeguard the greater part of this delicate equipment is packed in sturdy

packing and shipping or are seeking ways to cut production costs, it will pay you to have an engineer from the Wooden Box Bureau of the National Association of Wooden Box Manufacturers and of the National Lumber Manufacturers Association call on you.

These engineers are experts on such problems. Through their specialized knowledge they have shown manufacturers how to save money, safeguard shipments, reduce adjustments for damaged merchandise.

Their advice and counsel are given free. Do not hesitate to call on them. A coupon is attached for your convenience.



wooden boxes so as to insure its delivery in the same perfect condition and precise adjustment that marked the final inspection and test. Wooden boxes form the link of insurance between production and actual use."

If you are confronted with any problems relating to



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of the NATIONAL ASSOCIATION OF WOODEN BOX MANUFACTURERS and of the NATIONAL LUMBER MANUFACTURERS ASSOCIATION, Chicago, Illinois



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General Business Situation Continues Satisfactory

--Says National City Bank Review--

Stock Speculation Situation

An optimism tinges the December Review of economic conditions, governmental finance and federal securities by the National City Bank of New York. Under the head "General Business Conditions" its Review notes that the situation continues satisfactory at the writing. What little hesitancy had been felt pending the outcome of the election has been dispelled, and the country now looks forward to the Christmas trade with every assurance of a record breaking volume.

Some industries, notably iron and steel and automobile manufacturing, have shown a seasonal recession in November, but generally speaking business is maintaining a comfortable lead over last year. Comparing the trend in the three key industries—iron and steel, automobile production, and building—by months of this year and last year would indicate the decisive character of the recovery which has taken place in these lines, and experience has demonstrated time and again that as these industries go so goes business in general.

It is true that numerous commentators continue to find reason for emphasizing the irregularities that still exist, and undoubtedly there are a good many lines having a hard time of it despite the more satisfactory condition of the majority. It is unfortunate that this has to be the case, but prosperity is never equally distributed through all lines of industry. Granting that room for considerable improvement exists in numerous individual lines, it is difficult to see how business generally could be expected to be much better, and there is reason to fear that a good many persons are falling victim once more to the rather common mistake of not recognizing good business when they have it.

Announcement such as that of the Pennsylvania railroad of its intention to spend \$100,000,000 over the next 7 or 8 years in the electrification of its entire line between New York and Wilmington, followed shortly afterward by a similar announcement by the Reading railroad of its decision to spend \$20,000,000 during the next 3

years in electrification of most of its trackage within the Philadelphia metropolitan district, later to be extended over the entire system, should be a good antidote to the gloomy forebodings of pessimists who seem to fear that the country is in danger of exhausting its possibilities for further expansion and that unless we stop and wait a while until the country "catches up" there is not going to be enough work to do. That individual industries can, and often do, overexpand to their cost is admittedly true, but the proposition that this country is in danger of reaching the point where opportunities for the employment of labor and capital are no longer available is ridiculous on the face of it. All that is required is that the different groups of society work together in some degree of harmony and with a realization of the importance of preserving a reasonable balance between the industries, and there will be no question as to the opportunities for further growth.

Speculation in Stock

The tremendous speculation in the stock market has become again a leading feature of the situation and one which inevitably raises the question as to what is in store when the movement ends, as end it must some day. With a wider public participation in the market than ever before, with the facilities of the Stock Exchange already overtaxed by the volume of trading, and with a huge volume of funds loaned in the market by nonbanking interests who assume no responsibility for the maintenance of an orderly market and whose sole interest in the event of trouble might be to regain possession of their funds, it must be admitted that the situation has unpleasant possibilities.

At the same time there seems little likelihood of business becoming seriously involved in any market decline. Undoubtedly a severe break in securities would throw a chill over the situation, but business appears too sound fundamentally to be more than temporarily thrown off balance by any such development. With the present firmness of money largely associated with

the activity of the stock market, an abatement of activity in that quarter would probably be followed rather quickly by an easing of money conditions which would be a strong influence in the support of business.

Indeed, there is ample justification for the opinion that a reaction in the stock market, providing it were not too severe, would be the best thing that could happen for business, inasmuch as it would lessen the demand for funds in that quarter, which is keeping money rates up and which sooner or later, it is to be feared, may affect business unfavorably.

Industry and Trade

Reflecting the favorable trend of industry, employment in manufacturing industries in the fall, according to the National Industrial Conference Board, reached the highest level since April 1927, while average weekly earnings of workers were the highest since 1920, a year of inflation. The continuation of this high level of wage earnings in the face of a much lower level of commodity prices than prevailed in 1920 is measure both of the increased efficiency of industry, which has made possible a lowering of production cost in many lines without wage cutting, and of the betterment in the economic condition of the workers due to the increased purchasing power of their wages.

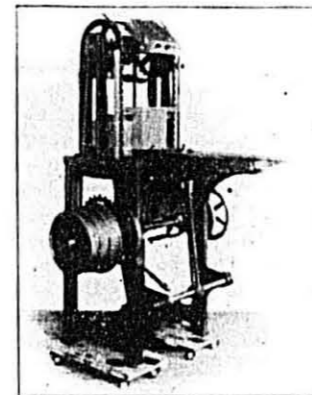
The consumption of electrical power in industry continues to break all records for the season, and railway loadings of revenue freight are running higher than in the corresponding period of any previous year save 1927.

The State of Agriculture

It is improbable that any serious opposition will be offered to the passage of the legislation for farm relief which was proposed in the Republican platform, and by President-elect Hoover during the campaign. The promise has been made, and even those who doubt the efficacy of any legislation upon the subject will generally agree that the pledge must be redeemed. There is still room to question how large a proportion of the farming population actually has been interested in the agitation for relief, or has faith in any of the various measures proposed, but undoubtedly a widespread feeling exists that some measure of relief should be given a trial. The chief objection to legislation in deference to such sentiment is that if it fails in its purpose the failure probably will not be accepted as proof of the fund-

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mental fallacy in the plan, but to alleged deficiencies which call for further legislation of a like character.

There is much evidence to support the belief that agriculture is undergoing changes of very great importance, to which the leaders in the farm relief movement do not attach sufficient importance. The opening of the prairie country of the middle west about seventy-five years ago led the way to a development of horsedrawn machinery, which resulted in its general substitution for hand tools on the farms, with a great lowering of production costs. Now another development, of perhaps like importance, is under way through the introduction of the tractor and tractor drawn machinery.

It Can Be Done

By Harry Newman Tolles

The fellow who says it can't be done is usually interrupted by someone doing it—IT CAN BE DONE.

The reason some men accomplish more than others is because they approach the difficult task differently. They begin by saying, "IT CAN BE DONE."

Three golf players started to drive across a water hazard. Two of the fellows dug out old balls so, if they failed to clear the water, they would not lose a valuable ball. They had their thoughts on losing, and lost. The other player picked his very best ball and fixed his objective away beyond the water and thought only of winning, and won. He staked his very best on—IT CAN BE DONE.

Hazards are manufactured in golf to make the game more difficult, hence more interesting. Business would lose all its joy if the difficult hazards were removed. The real business man goes at it in the spirit of—IT CAN BE DONE.

There could be no salesmanship if

Customers' Duty to Producers

The ultimate consumer has his duty to the producer. There is danger to the public in production inadequately rewarded. Up to a certain point price competition tends to force producers to improve their methods in order to reduce costs and to raise quality—but beyond that point intense competition tends to decrease quality and service. In the long run the public loses.—O. H. Cheney, V. P. American Exchange Irving Trust Co., New York.

there were no objections to overcome. It would be simple ordertaking. The first person to whom a salesman must sell his proposition is himself; second, he must sell himself to his prospective purchases. Now, when the salesman believes in his "goods," and the prospect believes in him, it is an easy matter to get the prospect to believe what the salesman believes. In that way sales are made. The salesman must believe—IT CAN BE DONE.

Every business man today has his problems. They are vastly different than those of yesterday. He can and will win only as he approaches them in the spirit of—IT CAN BE DONE.

Durum Wheat Demand Good—Prices Firm

In a grain review the market page of a late issue of the St. Paul Daily News, St. Paul, Minn., carries a story of durum wheat as the editor views it, discussing marketings for the period.

While durum wheat prices along with those of other classes have averaged lower to date than for any other season since 1923, the market for the grain has held relatively firm, reflecting the increased takings from this season's large crop and a moderately active demand

for all grades of this class of wheat, according to the United States bureau of agricultural economics.

The domestic durum wheat crop in the four principal states is now placed at 85,000,000 bushels, or about 9,000,000 bushels more than last season's harvest. This, together with a carryover of durum wheat at the beginning of the season 3,000,000 bushels larger than last year, indicates a total increase of about 12,000,000 bushels in the supply available for distribution during the current year.

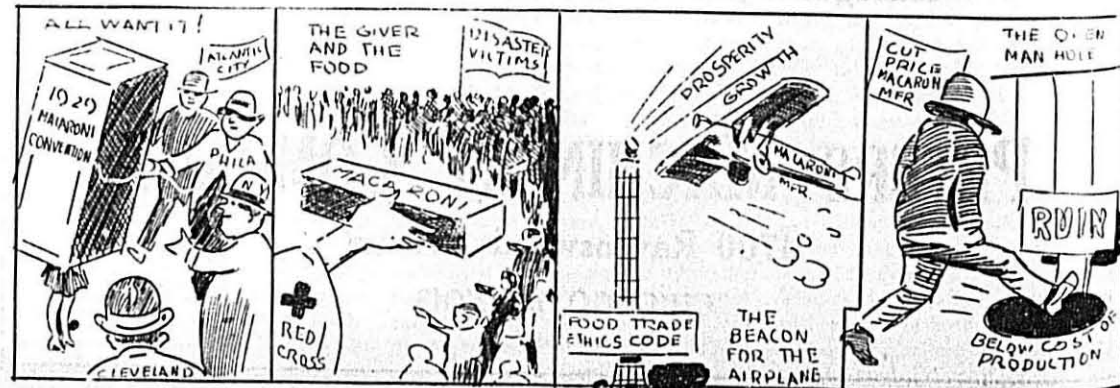
Marketings of durum wheat at Duluth and Minneapolis have been around 9,000,000 bushels larger than for the corresponding period last season and account for practically all the increase in this season's crop. Not all of this increase, however, has passed on into consuming channels, since stocks of durum wheat in store at these markets have shown an increase of about 3,000,000 over the accumulations for the same period last season. The remaining increase in the marketing at Duluth is largely accounted for in heavier shipments via the lakes to Buffalo and to Canadian ports.

Lake shipments from Duluth to Buffalo for the period Aug. 1 to Nov. 24 totaled a little over 8,500,000 bus. compared with about 5,500,000 bus. last season. Shipments to Canada totaled about 2,500,000 bus. compared with a little over 21,000,000 bus. last season. It would appear, therefore, that possibly a little more wheat has passed into consuming channels than to this date a year ago.

NEEDED HELP

"And your husband has a prosperous business, I suppose?"

"Oh, yes," replied the meat dealer's wife, "he is taking in a lot of money. Only last night he told me a receiver had been appointed to assist him."



U.S.

Labels-Cartons
Will help Sell your Products

LET US BE YOUR PACKAGE COUNSELORS'

CONSULT OUR TRADE MARK BUREAU
This Service is Free

The United States Printing & Lithograph Company
Color Printing Headquarters

8 Beech St., CINCINNATI
23 N. Third St., BROOKLYN
87 Covington St., BALTIMORE

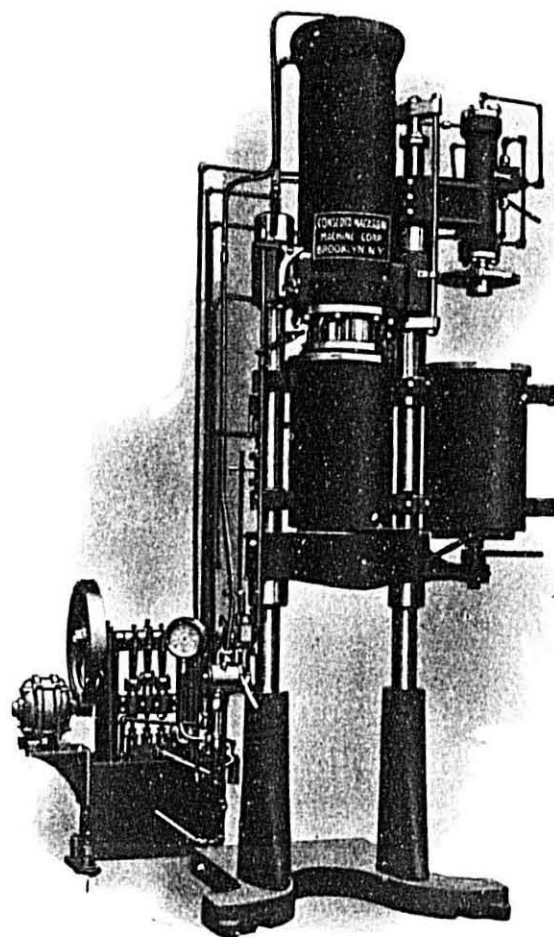
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



16½ inch Vertical Hydraulic Press.

AT LAST! The press without a fault.

The machine you must eventually buy to keep abreast of the times.

Simple and economical in operation. Compact, solid construction and long life. No unnecessary parts, but everything essential for the operation of a first class machine.

Only two controls on the entire machine. One valve controls main plunger and raises cylinders to allow swinging. Another valve controls the dough packer. No mechanical movements, all parts operated hydraulically.

**INCREASE YOUR PRODUCTION.
REDUCE YOUR LABOR AND
WASTE.**

The machine shown herewith is our 16½ inch diameter press with a capacity of 350 pounds. We have furnished several of these machines to one of the largest manufacturers in the United States.

A repeat order proves the satisfaction and efficiency of this machine.

This machine is constructed on the same general plan as our other machines, incorporating therein such modifications as are necessary in a machine of this size.

All material is of the best obtainable. No unnecessary weight. This machine weighs 50% less than any press of equal size constructed by any other manufacturer.

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A.

159-171 Seventh Street

Address all communications to 156 Sixth Street

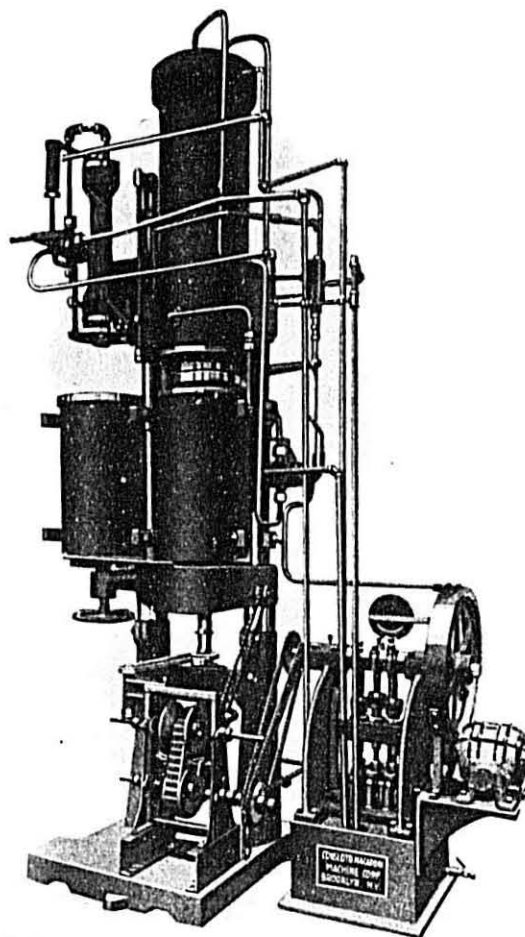
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



Vertical Hydraulic Cutting Press. 12½ and 13½ inch diameter.

Specialists in everything pertaining to the Macaroni Industry.

Complete Plants Installed. Let us show you how to put your plant on a paying basis.

We Do Not Build All the Macaroni Machinery, But We Build the Best.

The machine shown herewith has been specially designed for those desiring a large daily production of short pastes, but who have a limited amount of space.

Instead of horizontal, this press is vertical, but will give a production equal to our horizontal press.

In order to facilitate the adjustment of the lengths of the various pastes, this machine is equipped with a Reeves Variable Speed Transmission.

This allows the paste to be cut to any desired length with only one change on the drive pulleys.

The general construction is similar to our other machines; four plunger pump, hydraulic packer, simplified controls, etc.

All cylinders are of steel and the main or pressure cylinder is bronze lined.

Only one die is used for both cylinders, as this machine is of the stationary die type, and the die need not be touched until a change in the quality of the paste is desired.

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A.

159-171 Seventh Street

Address all communications to 156 Sixth Street

September Exports of Macaroni

During September 1928 the government records show a total of 714,000 lbs. of made-in-America macaroni products was exported to 43 foreign countries and insular possessions worth \$62,646. Through the port of New York was shipped nearly one fourth of the entire September amount. New Orleans was second with a total of 140,000 lbs., Canada was the principal market, buying 211,000 lbs. against United Kingdom's 152,000, Australia's 76,000 and Mexico's 56,000 lbs.

In addition to the amount given above, Hawaii purchased 49,000 and Porto Rico 107,000 lbs., making the total September shipment from the United States mainland 870,000 lbs.

A table of the quantity and value of the products imported by the nations of the world follows:

Country	Pounds	Dollars
Netherlands	322	23
United Kingdom	95,846	8,699
Canada	212,025	18,937
B. Honduras	907	75
Costa Rica	1,081	108
Guatemala	2,052	144
Honduras	11,119	673
Nicaragua	4,050	222
Panama	44,532	2,439
Salvador	614	84
Mexico	49,000	3,324
Newf'dland & Labrador	3,173	185
Bermudas	390	31
Jamaica	1,680	146
Other B. W. Indies	139	22
Cuba	37,366	2,229
Dom. Rep	47,780	3,007
Netherland W. I.	719	72
Haiti, Rep. of	14,590	957
Virgin Is. of U. S.	850	68
Colombia	416	30
Ecuador	1,040	112
B. Guiana	306	26
Peru	133	18
Venezuela	446	56
B. India	2,859	314
B. Malaya	1,098	134
Ceylon	1,364	140
China	10,586	740
Hong Kong	630	99
Japan	4,993	699
Philippine Is.	3,930	539
Siam	407	48
Australia	125,078	14,771
B. Oceania	144	9
F. Oceania	925	101
N. Zealand	28,127	3,066
B. E. Africa	205	24
Africa	2,055	240
B. W. Africa	198	21
Mozambique	130	14

The average price per pound on all September exports of macaroni products was about 8.8c. Australia paid about 12c, the United Kingdom 9c, Canada 8.8c, Mexico and Central America slightly less than 7c a pound.

'We Make Our Own Men'

Soon after the immigration restriction law was passed three years ago, which, by means of limited quotas for foreign countries, greatly cut down the number of annual alien arrivals, a factory superintendent called a plant staff meeting. He wanted to check up with his employment manager and his foremen how they would fare as regards help under the new law.

"If we find it harder to get common labor, or half skilled labor, we want to know it early. If we will have to pay more because of a labor shortage we want to know it now," he said.

The general manager happened in during the course of the meeting and listened to the discussion. He was wise in his generation. He believed that a better way than "telling" is to help men see things for themselves and think out a problem to a working conclusion.

"Well," he said, "let us take for granted that we will be short of men and that we will have to pay more. What difference will that make to us?"

The reply was obvious and it came in chorus: "The difference will be that if we pay more we will have to get men that are worth it. If good men will be harder to get, we will have to put in extra effort to get and hold them."

"Fine," said the general manager. "That's the picture. Now, instead of putting off the getting and holding of the right men, suppose we take it for granted that the tight situation is on us here and now. We can start picking our men and handling them on the basis of a rising cost of men. You'll do wonders if you have that slant on your man power. Why wait for the man market to give us what we need? Start the policy,—we make our own men, and you can forget the rest."

Container Price Trend

The heavy demand for solid and corrugated fiberboard products for shipments during the fall months has been very heavy and in consequence some of the raw materials have slightly increased, states J. P. Brunt, executive vice president of the Container

Corp. of America and president of the Mid-West Box company. Due primarily to peculiar competitive conditions now existing in the industry prices have not advanced and it is safe to predict that the price levels will obtain until the end of the year.

"Industries in the United States speed up a little more each year. As the progressive manufacturers in each industry reach out for new records in production capacity and lower costs the problem of quick service from suppliers becomes more acute and necessary," he said.

"In order to fit in with the high speed program and serve container users in the most economical way, our firm has built and purchased a chain of factories in the industrial centers of the country and equipped to provide promptly all containers as needed. Our firm depends on service to gain and retain the good will of the ever increasing list of satisfied customers.

Some Probable Political Issues of the Next Five Years

- By LaSalle Extension University
- I. The Relation of Government and Business.
 1. Modernizing the Sherman Act
 2. Shall the powers of the Interstate Commerce Commission be extended or curtailed? Shall all forms of transportation be brought under it?
 3. What power shall the Federal Trade Commission have?
 4. Shall the government regulate all holding companies—utilities and others?
 5. How far shall the government give special aid to the small business man?
 - II. To What Extent Shall Our Water Power Be Developed by Government or by Private Enterprise?
 - III. Economy in Government.
 1. Efficient administrative organization.
 2. Wise and courageous budgeting.
 3. Ample expenditures for constructive ends.
 - IV. Forms of Taxation. Especially as regards state and local taxes, inheritance taxes, etc.
 - V. Extent and Form of our Cooperation in World Affairs.
 - VI. Revolt against the Alliance between Crime and Politics.

Juliet Macaroni

A NEW PRODUCT

FROM DIES MADE EXCLUSIVELY BY MARIO TANZI CO. (PATENTED)

348 COMMERCIAL STREET

BOSTON, MASS.



Notes of the Macaroni Industry

El Paso Firm Prospering

The El Paso Macaroni Co. with its plant at 214 W. San Antonio st., El Paso, Texas, has completed its first year of successful operation, according to an article in the El Paso Times by F. R. Ponce. This plant has been in operation a little over a year. The success is attributed to several outstanding policies among which are cleanliness, limited production of high quality goods, and unsurpassed service to distributors and consumers. Its output finds ready sale in Texas, New Mexico and northern Mexico.

New Delaware Corporation

Three Minute Macaroni company was formed as a Delaware corporation last month to deal in macaroni, spaghetti, noodles, cereal products, etc. The papers were handled through the Corporation Trust of America and though identity of the incorporators is not disclosed, the firm which is in Wilmington, Del., has a capitalization of \$100,000 consisting of 1000 shares of common stock.

Cirillo Heads International

G. Cirillo, one of the most experienced manufacturers of macaroni molds in America, is now the sole owner of the International Macaroni Molds company at 317 Third av., Brooklyn, as a result of a partnership dissolution late in November. He purchased the interest of 2 partners and molding experts, T. Monaco and P. Cangiano, including rights to several patents held by the individuals and the firm. In a statement to the industry Mr. Cirillo announces the business change that will in no way affect the policy of the company and guarantees the same service and activity. The International Macaroni Molds company was formed several years ago by the merger of several independent die makers and since has enjoyed a fine business, especially with firms in the eastern section of the country. The company's molds are also in use in many foreign countries, especially in the western continent.

New Hoboken Firm

Early in November there was incorporated in Hoboken, N. Y., a firm for manufacturing macaroni products. It is known as the Higrade Macaroni and Noodle company and expects to start production soon in a modern plant now being equipped with the most modern

machines obtainable in this country. The firm has a capitalization of \$35,000, represented by 350 shares of no par common stock of the firm. J. Raymond Tiffany of Holoken is the attorney.

Face Arson Charge

As a result of a suspicious fire in the Ybor City Macaroni Factory last April 28 when the plant at 20th st and 11th av., Ybor City, Fla., and an adjoining knitting mill were destroyed, 2 leading partners of the macaroni firm are facing a trial for arson, according to dispatches from that city. Direct information on arson charges have been filed in the criminal court against Angelo Mortellaro and James Mortellaro in which 6 counts are preferred charging these part owners with setting the building on fire for the purpose of collecting the insurance thereon. The defendants have been released on heavy bonds pending a hearing which is expected to be held early in the year.

Incorporate Carona Firm

The Carona Macaroni Co., Incorporated, was granted articles of incorporation on Nov. 20, 1928, by the secretary of state of New York for the manufacture of macaroni products and the wholesaling of grocery products. The firm has a capital stock of \$10,000, closely owned by immediate relatives. The incorporators are Joseph Sanfillippo, Madelena Sanfillippo and Gaspare Sanfillippo, all of 105-113 Northern Blvd., Carona, N. Y. The firm of Giaimo & Nicolosi of the same city had charge of the incorporation procedure.

Macaroni for Thanksgiving

The advertising department of Gooch Food Products Co., Lincoln, Neb., reports being pleasantly surprised by the result of a series of broadcasts through a local radio station in which macaroni products were recommended as a suitable dish in the Thanksgiving Day menu. J. H. Diamond, general manager of the plant, states that he never thought there would be such a chance of selling the idea of macaroni products to a housewife for her Thanksgiving dinner and he, too, was surprised at the reaction. The first 2 paragraphs of the last radio talk are given to indicate the line or argument so profitably used:

"Old 1928 is stepping by pretty fast, isn't it? Here it is getting toward the last of November, Thanksgiving coming in a couple of days, then Christmas and

then New Year's and we go into 1929. Time surely does fly, folks; one nice thing about it though, there's a lot of big holiday meals coming. Yes, sir. There's Thanksgiving dinner coming right soon now. I'll bet all of you housewives listening in are planning your Thanksgiving dinner already.

"I wonder how many of you are including Gooch's Best Macaroni on your menu. I can't think of any dish that would be more popular on a Thanksgiving table than a casserole of macaroni au gratin. Man alive, I can just see it—all brown on top, with toasted creamy cheese and tender firm macaroni. There's a dish for a king. I'll bet that in between calls for the turkey and cranberry sauce you would hear a lot of 'pass the macaroni' from the family. Yes, sir."

Gigantic Canadian Merger

A merger involving the majority of the leading macaroni manufacturing plants in Canada was recently effected according to P. Bienvenu, managing director of the new corporation and formerly head officer of C. H. Catelli, Ltd., Montreal. The merger is a result of many conferences between officers of the scattered plants and was brought about by a desire to concentrate authority and consolidate the manufacture and sale of Canadian macaroni products.

The combination was the result of a direct purchase of competing plants by the C. H. Catelli Co. The assets and good will of the other Canadian firms were bought outright, these firms being in Lethbridge, Alta.; Winnipeg, Man.; St. Catharines, Toronto, Ont.; Montreal, Que.

The new holding company was incorporated as Catelli Macaroni Products Corporation, Ltd. The services of the former owners of the different plants were retained, each being designated as local manager. The head office of the corporation is in the Catelli plant at 201 Rue Bellechasse, Montreal. One of the first aims of the merged firm will be to bring about a standardization of products and the adoption of a uniform sales policy that will gain for the Canadian firms a greater share of the macaroni products business in that country.

Rossi Builds Annex

To provide the needed heat and power made necessary by rapidly increasing business, Peter Rossi & Sons, Broadwood, Ill., have completed addition of a

December 15, 1928

THE MACARONI JOURNAL

25

Barozzi Drying System

Manufacturers of Macaroni Dryers that dry in any kind of weather

FAULTLESS AND SIMPLE

Result guaranteed
For this industry we design and manufacture all kinds of labor saving devices

Catalogue and estimate at your request

Barozzi Drying Machine Company, Inc.

949 Dell Ave. North Bergen, N. J.
NEW YORK DISTRICT

*Dependable of Semolinas
High Quality and Uniformity*

NORTHLAND FANCY No. 2

AND

NORTHERN LIGHT

NORTHLAND MILLING CO.
MINNEAPOLIS, MINNESOTA

New York Office
Room 1114 Canadian Pacific Building, 342 Madison Avenue

Modern Selling Requires MODERN PACKAGING

"FRESH"—advertises the cracker and biscuit baker.

"CLEAN"—cries the sugar and candy packer.

"CRISP"—shouts the ice cream cone maker.

"WHOLESOME"—proclaims the cereal manufacturer.

"FULL STRENGTH"—announces the coffee, spice and pharmaceutical seller.

This is the modern selling—selling the package, as well as the product.

The improperly packaged product comes to the consumer in an unsatisfactory condition. And the consumer never reorders on such a purchase.

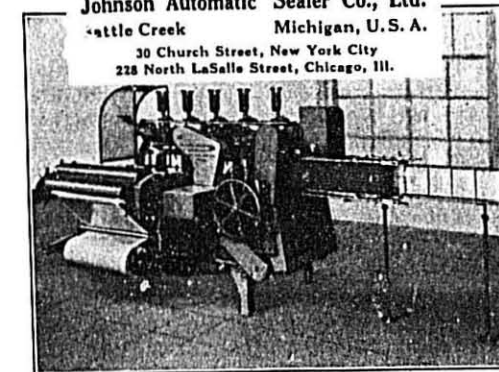
A JOHNSON Automatic WAX WRAPPER wraps your cartoned product in a tight, neat wax paper wrap and seals it moisture-proof.

This machine insures a Fresh, Clean, Crisp, Wholesome and Full-Strength product to the buyer, just as this product left the mill.

Moreover, Superior Appearance is added by a JOHNSON wax wrap job.

Ask us about our Engineering Service which will study and recommend an answer for any packaging need. Modern Selling HAS created a need for Modern Packaging.

Johnson Automatic Sealer Co., Ltd.
Little Creek Michigan, U.S.A.
30 Church Street, New York City
228 North LaSalle Street, Chicago, Ill.



JOHNSON AUTOMATIC WAX WRAPPER

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Scales; Bot-
tom and Top
Sealing; Lin-
ing; Mach-
ines; Wrap-
pers (Wax
& Glassine)

large unit to their plant. The building is a brick and tile construction, 40x50, containing 2 large boilers for the molds cleansing unit. It is arranged to permit installation of additional power and heat units as necessity may require.

Surico a Noodle Booster

Carmino Surico, president and general manager of the Clermont Machine Co., Brooklyn, N. Y., visited headquarters of the National Macaroni Manufacturers association in Braidwood, Ill., early in the month and expressed pleasant surprise in the progress being made by the noodle departments in the different plants. He is of the opinion that noodle consumption has doubled within the last 5 years and attributed its recent popularity to the transparent packages in which the products are now offered to the public. The attractive coloring together with the nutritious qualities of this product are making it by far the most popular line in the macaroni trade, states this authority.

Groff Goes to Larabee Company

Richard L. Groff, formerly connected with the Commander Mill Company of Minneapolis, Minn., and for several years a regular representative of his firm at the macaroni manufacturers conventions, recently accepted a position with the Larabee Flour Milling Company of Kansas City, Mo., to cover several of the eastern states including Pennsylvania, Maryland and Virginia. He will have charge of sales of the full line of the firm's products in this section.

Cretella a Benedict

Hereafter the King Midas Mill will have a double representation in the New York city market for its semolina products as the result of the marriage of its salesman, F. J. Cretella. Miss Theresa D'Apollito became his bride at a church wedding on November 11. Representatives of his firm were prominent among the guests.

Marked Decrease in Violations

In his report covering the work of the food, drug and insecticide administration for the fiscal year of that bureau Walter G. Campbell, director of regulatory work, states that up to June 30, 1928, only 2 cases of seizure of alimentary pastes were made and that there were no prosecutions. In explanation the report says: "The decrease in the actions involving alimentary pastes to 2 in 1928 from 25 brought in 1927 shows that the efforts to prevent shipment of noodles containing no egg, but colored to

indicate the presence of egg, have been successful."

This government official further reports that in the work of the bureau in enforcing the food and drugs act, it was very practical to cooperate with the members of the industry, the trade associations and with state food officials in their efforts to correct abuses at their source and when such efforts were unsuccessful court action was instituted to prevent the interstate shipment of products that failed to comply with the law.

A total of 1015 prosecutions and seizure actions were brought against domestic production under the act during the 12 month period as against 953 actions the preceding year.

Kentucky Home Macaroni Plant Formal Opening

On the border line of the southland and within a few miles of Stephen C. Foster's "Old Kentucky Home" in which he was inspired to write the many southern melodies for which he is justly famous, there was put into operation last month a small but modern plant for the manufacture of macaroni products. Its brand will take the name "Kentucky Home," and should find many buyers among the present and prospective consumers in the southern climes.

With city officials, leading wholesalers and retailers from the Ohio valley and several well known members of the industry in attendance, the formal opening of the Kentucky Macaroni company took place Nov. 14, 1928, at a banquet in the packaging room of the plant. The guests were served spaghetti manufactured in Louisville's newest industry as the principal dish of a banquet in which the officials were hosts.

The new plant is brick construction, 2 stories, standing on a plot of ground 300x526 feet. Ample shipping facilities direct to the plant are supplied by the Southern railway and the Louisville & Nashville. The plant is constructed to permit installation of additional machinery as demands necessitate. The present production equipment consists of one 13½ inch Elmes Hydraulic press for long goods and a similar but horizontal press for short goods. A flour handling outfit to supply the mixer and kneader completes the first unit. The plant has been in operation nearly 6 weeks.

The total cost of the plant is estimated at \$100,000 including the drying rooms which are an adaptation of several systems that meet the requirements of the experienced manufacturers in control.

The company is capitalized at \$400,000. The capital structure consists of \$100,000 in preferred stock and 3000 shares of no par value common stock, closely owned by 3 founders of the company, though a considerable quantity of the stock is owned by wholesalers, jobbers and retailers of southern Indiana, southern Ohio and Kentucky where its products will find a natural market. The central situation of Louisville and the unlimited supply of cheap labor is given as the reasons for locating the new plant in that city.

Joseph Viviano is president of the concern. He has enjoyed over 30 years of experience in macaroni manufacture, first in St. Louis and later in Chicago as a member of the Chicago Macaroni company. E. W. Pica is treasurer. Mr. Pica was for many years connected with the sales and production departments of the Atlantic Macaroni company, Long Island City, and later served as sales manager of the Chicago Macaroni company. B. M. Costigan is secretary of the company. Prior to going to Louisville he, also, was connected with the Chicago Macaroni company. He will have charge of the office. Among other leading stockholders are Chester Murphy, Eugene Murphy and Jas. E. Powers of Louisville.

Value of Samples and Proper Sampling

Norman Lewis, vice president of the Chappelow Advertising Co., is author of a book entitled "Samples, Demonstrations and Packaging" just published by the Ronald Press company of New York city. In the preface the author gives the following reasons for the attractively bound and illustrated book which should be in the hands of all interested firms concerned:

"While sampling has an important place in the marketing plans of scores of well known manufacturers, yet not a single book up to now has been published on this broad phase of merchandising. Many concerns seem to have made a success of sampling but they have mostly kept the secret to themselves.

"In the following pages, however, have been collected from a considerable number of manufacturers in various lines their actual experiences with the many phases of sampling and demonstrating. In nearly all instances actual names are given.

"Successful sampling is based upon the principle that the product itself is its own best salesman. And, used effi-

cally, samples are indeed an economical means for getting customers. That "efficiently" is really the keynote of a proper sampling procedure. Many concerns use samples haphazardly, haphazardly, extravagantly. This book undertakes to tell how to avoid each of the waste, how to profit by the experience of others, how to make sampling and demonstrating a powerful and profitable part of the complete marketing plan. Concerns which have little or no experience with sampling should find in the pages which follow many an untilled but fertile field of sales possibilities.

The subject of demonstrating has in practically every instance been treated in phases which are closely linked with sampling. Demonstrating, offers many overlooked sales opportunities. It is human nature to be interested in "how a thing works." The subject of packaging is also related to that of sampling. The development of the package as a sales factor has been astounding. In fact modern packaging has literally revolutionized merchandising. As the problems of signing the sample package and the regular package are so similar, it was desirable to include in this volume chapters on packaging."



As
MERRILY
As We Would and Can
Supply Your Macaroni Boxing Needs

We Wish All the
Macaroni Manufacturers
of America

A Merry Christmas
and
A Prosperous New Year

— — —

Columbia Box & Veneer Company, Inc.
74 Varick Street - New York, N. Y.

Makers of
SERVICEABLE MACARONI BOX SHOOKS

CROOKSTON-SEMOLINA

From
Amber Durum Wheat

STRONG and UNIFORM
and of a WONDERFUL
COLOR

For Quality Trade

Crookston Milling Company
CROOKSTON, MINNESOTA



Grain, Trade and Food Notes

Little Change in Wheat Price

In a bulletin issued Dec. 1, 1928 the bureau of agricultural economics of the United States Department of Agriculture notes no important change in the foreign or domestic wheat price other than a flurry in the former caused by lower quotations in new Argentine wheat. The wheat crop of Argentina is practically all harvested and shippers are pressing sales in the markets of England at our about 1.30 3/4c per bu. c. i. f. This compares with quotations of 1.37 3/4 for No. 3 Manitoba for December shipment and around 1.33 for United States No. 2 hard winter wheat.

Germany is increasing its wheat exportation this year. Russia has ordered increased flour extractions amounting to almost 90% from native wheat. In Germany native wheat of good milling quality was quoted on November 30, at 1.48 3/4c; French at 1.59 3/4c; Italian wheat at Genoa 1.88 3/4c and Denmark at Copenhagen at 1.20 1/2c a bu.

In the United States the durum market was unsettled with demands very dull for everything excepting the very best milling lots, for which premiums held fairly steady. 13% protein No. 1 amber durum was quoted at Minneapolis at 8 to

20c over the Duluth December price which closed on November 20 at 97 3/4c. The Duluth market has been even weaker than the Minneapolis market, particularly for the lower grades and smutty types which had to be discounted liberally to effect sales.

Macaroni manufacturers have fairly well covered their semolina needs to the end of the year; many for the entire crop. Occasional inquiries are reported and the short business month closing the year is affecting the number of car orders from mill to factory.

On December 1 No. 2 semolina in bulk was quoted on the Minneapolis market at 3 1/2c per lb. while No. 3 semolina in bulk was priced at 2 3/4c.

Leading Tea Drinkers

Australia is the world's leading tea drinking nation, with an annual consumption of 11 lbs. per capita, while England consumes 8 lbs. per capita, Canada 6, and the United States less than one.—Magazine of Business.

Retailers to Portland

The National Association of Retail Grocers has announced that its 1929 convention will be July 24-27 inclusive in

Portland, Ore. In connection with the national convention the local and state conventions will be held, thus insuring the attendance of thousands of grocers from the entire country and particularly from Pacific coast states.

Predicts Motor Stores

The retail business of the future will be done at the doors of the consumer. High rent will force the general use of the traveling store carried on fast, attractive motor buses offering complete lines of package groceries, candy, etc. There is profit for those who first approach this field scientifically.—Balsore

Codfish as a Food

From Boston, "the home of the sea and the cod," comes a large part of our year 'round supply of codfish.

It was on Cape Cod that the Pilgrims landed and the codfish which they hauled in from its waters constituted the food upon which they at first relied to prevent famine. This explains the presence of the "sacred cod" on the Massachusetts state crest.

With the possible exception of the herring the cod is perhaps the most popular and abundant food fish and one of

December 15, 1928

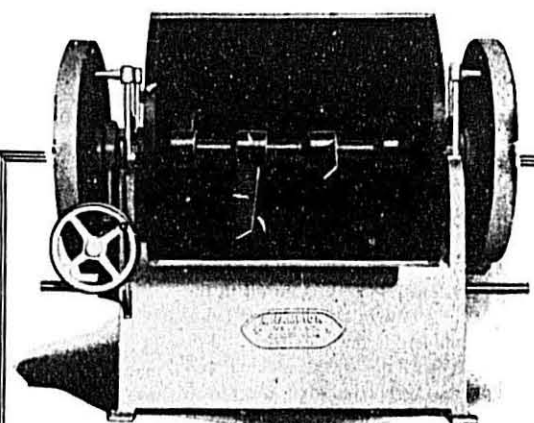
THE MACARONI JOURNAL

29

To the
Entire Macaroni Industry

Our Best Wishes
for a
Merry Christmas
and a
Happy and Prosperous New Year

International Macaroni Moulds Co.
317 Third Avenue - Brooklyn, N. Y.



Champion Macaroni Mixer
**MORE BARRELS PER MAN
MORE PROFIT PER BARREL**

—that's the secret of success in the manufacture of food products, and you can make sure of getting a bigger and better output by installing Champion equipment.

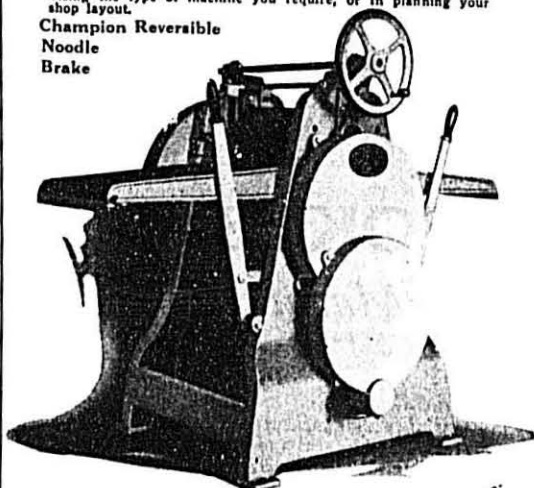
Champion Special Mixers, most efficient for difficult doughs, as macaroni, noodles, pretzels and similar products.

Champion Reversible Brakes, for saving the energy of your men and turning out high quality brake dough for noodles.

Champion Flour Handling Outfits for handling your semolina, for accurate weighing, for securing economical blends.

We sell separate units, or furnish complete plant equipment. Our engineering department can save you many dollars in advising the type of machine you require, or in planning your shop layout.

Champion Reversible
Noodle
Brake



We are at your service—write us for full information

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

New York Representatives: Frank P. Murray, 240 W. Broadway
New York City, N. Y.
Phone Walker 7095

Champion Machinery Co.
Joliet, Illinois

Tell us more about
 MACARONI MIXER
 REVERSIBLE BRAKE
 FLOUR OUTFIT

Fill in
and
Mail
Today

Name.....
Street.....
City..... State.....

Labels
Package Wraps
Window Trims
Lithographing
Posters

General Color Work

Riverside Printing Co.

38 S. Dearborn St.

CHICAGO - ILLINOIS

Color Printers for 58 Years

Macaroni Manufacturers!

TELL IT TO THE CLOCK

A Man May Forget—A Clock Never Does.

If you tell it to the clock of our patented time reversing apparatus it will be done on the second.

And Another Thing!

Our apparatus guards expensive equipment against damage through broken belts.

BECAUSE

The instant a belt breaks or leaves pulley the power in that room is shut off and a bell and indicator tell you which room is affected.

IMPORTANT

Our system protects your motors from overload or undervoltage, which oftentimes cause fire and great damage to your dry rooms.

Don't You Want to Know About this Wonderful Convenience and Safeguard?

Writes Now To

WORCESTER BROKEN BELT DETECTOR COMPANY
53-55 NORFOLK STREET - WORCESTER, MASS.

Cheraw Box Company, Inc.

Seventh and Byrd Streets
Richmond, Virginia

SATISFACTORY
Wooden Macaroni Box-Shooks

NOTE—Our shooks are made from tasteless and odorless gum wood. Sides, tops and bottoms are full one-quarter inch thick and one piece. All ends are full three-eighths inch thick.

the most profitable for the food dealer to handle.

Small cod ranging from 1 to 3 pounds in weight are known as "snappers." The larger cod weigh from 6 to 20 pounds, although occasionally some are on the Boston fish pier weighing as much as 40 lbs.

Cod are easily identified by the barbel on the under jaw.

The firm, white flesh of the cod is highly nutritious. There is no oil in the flesh, the well known cod liver oil being obtained entirely from the liver. For generations cod has been pickled and dry salted and shipped all over the world. It is now furnished to the trade fresh in the form of frozen filets, with heads, tails, fins and bones removed, and individually wrapped in vegetable parchment, ready to sell to your customers.

Tongues and cheeks cut from the larger cod heads are considered a greater delicacy and are much in demand, as is the cod roe.

Durum Prices Steady

Though the low protein, smutty and poorly colored durum wheat continued to sell slowly and at wide discounts under the price of the good milling type, No. 1 amber durum and mixed of good color

testing 14% premium continued steady. In the latter part of November the better grades were quoted at Minneapolis at from 13 to 24c over the Duluth November price of 99½c and at Duluth from 10 to 16c over the November price. The increased estimate of the 1928 durum crop in southern Canada has had little or no effect on the American market to date.

Container Corporation Buys

The Container Corporation of America, recognized leader in the container manufacturing business of the country, is acquiring new properties that will enable it to properly serve clients. Last month the corporation acquired the plant and business of the Corrugated Paper Mills, Natick, Mass., retaining the personnel of the plant in both the sales and manufacturing departments. In the previous month the company reported a new plant at Bridgeport, Conn. Better service to New England trade is assured by the purchase of these 2 units.

Wholesalers Meet in January

The 1929 annual meeting of the National Wholesale Grocers association will be January 21-23 in the Congress hotel, Chicago, announces Secretary

M. L. Toulme. As annual conventions of the National Canners and the National Food Brokers associations are to be held in Chicago at the same time there is expected a large attendance of wholesale grocers and manufacturers. A practical and educational program is being prepared that no wholesaler or food manufacturer can afford to miss.

Bean Consumption Increasing

In the 7 years from 1919 to 1926 per family consumption of lima beans was 3.59 lbs.; in 1926-27 consumption was 4.81 lbs. and in 1927-28, 6.03 lbs. These results were obtained largely through intelligent stabilization of the market for the bumper crop of 1926 and intelligent merchandising of the 1927 crop.—Western Advertising.

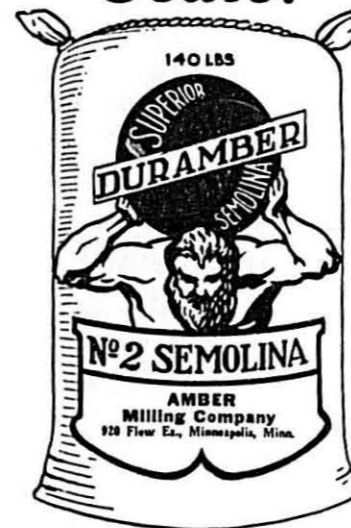
Macaroni Manufacturers On Up Grade

Government figures on the quantity of macaroni products imported to the end of September of 1928 indicate an upward trend in this business. During September 1928, the imports totaled 206,959 lbs. valued at \$20,547 as compared with 193,220 lbs. in September, 1927, valued at \$18,486.

For the 9 months of 1928 ending

PER PASTA PERFETTA

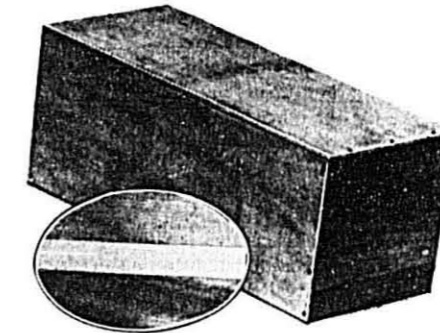
Usate!



"Meglio Semola-Non ce ne"

Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

WOOD BOXES

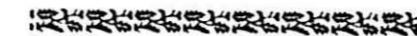


Inset is actual appearance of finished two-piece bottom.

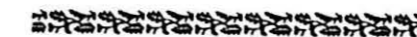
Hidden under this tape which seals the joint are two corrugated fasteners, holding the pieces together.



Our ample facilities, timber supply, experience in this line, and railroad facilities guarantee prompt attention to orders.



To our friends and customers we extend our best wishes for a Merry Christmas and a Bright and Prosperous New Year



ANDERSON-TULLY CO.

Memphis, Tennessee

Good Wood Boxes

A nationally-known package produced by Stokes & Smith Machines.



STOKES & SMITH

Machines for Package Filling, Sealing and Wrapping

An extensive line of machines for packaging. Machines that measure by volume or by weight. Machines that seal and machines that wrap tightly cartons of many sizes.

A Size and Speed for Every Need

Fully automatic single purpose machines for high production; machines of moderate speed, adjustable for size of package and accommodating various materials and various packages for the smaller output. Dusty materials handled with-

out dust. Accurate weights guaranteed even on the more difficult materials.

SAVE---
Material, Labor, Contents

IMPROVE---

Display Value, Selling Power, Preservation of Contents

Our experience is at your service in solving packaging problems. We shall be glad to have you call on us.

STOKES & SMITH COMPANY

Summerdale Avenue near Roosevelt Boulevard

Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1.

NEW CROP

Special Noodle Semi Flake

EGG YOLK

has arrived

Sweet and Fresh--Deep Color

□□□□□

Write for samples and prices

□□□□□

JOE LOWE CORPORATION

88-33rd St.

BROOKLYN, N. Y.

Baltimore Chicago Los Angeles Toronto

September 30 the imports totaled 2,532,924 lbs. valued at \$284,768 as against 2,395,264 lbs. worth \$222,399 for the same period in 1927.

To counterbalance this our exports in the same period totaled 7,005,004 lbs. valued at \$627,275 as compared with 6,089,585 lbs. worth \$511,374 for the same 9 months in 1927.

Canadians Like Eggs

Per capita consumption of eggs in Canada has increased from 26.06 dozen in 1924 to 29.67 dozen in 1927, which is considerably larger than in the United States. On the other hand, per capita consumption of cheese dropped from 4.04 lbs. in 1926 to 3.38 lbs. in 1927. Canadian consumption of butter is more than 10 lbs. per capita greater than in the United States but the consumption of cheese is slightly less.—New York Produce Review.

October Exports Heavy

The Department of Commerce estimates that over 776,000 lbs. of domestic macaroni products were exported during October 1928, compared with 670,000 lbs. the same month last year and with 714,000 lbs. in September this year. The foreign trade in mac-

aroni products has been steadily increasing according to this same authority. During July, August, September and October 1928 shipments equaled 3,091,000 lbs. as compared with 2,678,000 lbs. for the same period in 1927. For the first 10 months this year our exports totaled 7,781,000 lbs. while the first 10 months of 1927 our macaroni exports were only 6,759,000 lbs.

The "Drive-in" Grocery Store

A market reported in operation in Louisville, Ky., is arranged so a motorist can drive through and buy a complete line of groceries, vegetables, fruits and fresh meats, without leaving his seat behind the driver's wheel. The door opens automatically as a car approaches. A long, narrow basket for the customer's purchases is attached to the car door and runs along on ball bearing rollers as the car moves forward. A patented rotary type of shelving is employed to reduce the necessary display space. As the customer nears the exit, the purchases are taken from the basket and sacked, the bill is paid, the cashier presses a button, the exit door rises and permits him to drive on, the door closing automatically. In addition to the "U" shaped automobile path a central en-

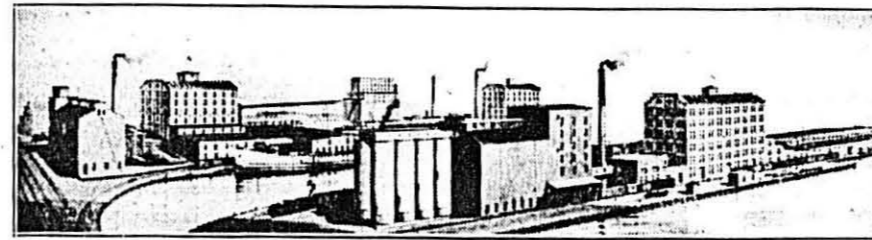
trance is provided for pedestrians. The floor inside the "U" is higher than the driveway so that the basket level is handy and the pedestrian carries his basket just as in any self serve store. Four men and a boy operate the store, reported doing a business of \$2000 a week with motorists as principal customers.

Canadian Durum Crop Heavy

Inspections of Canadian durum wheat on the basis of 13,000,000 bus. inspected as compared with only 6,500,000 bus. last year up to October 22 would indicate that the 1928 durum wheat crop in Canada will reach approximately 25,000,000 bus. Like all other Canadian wheats the moisture content is low but it has not yet been determined whether the durum grades are varied as greatly as the bread wheat of this crop. The Canadian durum wheat crop alone is sufficient to supply the needs of the entire macaroni products industry in America.

Plan World Agricultural Census

A world census of agriculture in 1930 is planned by the International Institute of Agriculture at Rome, according to Leon M. Estabrook, former chairman of



King of them all . . .

Hourglass Brand Semolina

Quality Beyond Comparison



Milled exclusively from choicest durum wheat in plants that are up to the minute.

We also manufacture a full line of Durum Semolina and Flour to meet all requirements.

LOCATION ENABLES PROMPT SHIPMENT
WRITE or WIRE for SAMPLES and PRICES

DULUTH-SUPERIOR MILLING CO.

Main Office: DULUTH, MINN.

NEW YORK OFFICE: F6 Produce Exchange
PHILADELPHIA OFFICE: 458 Bourse Bldg.
BOSTON OFFICE: 88 Broad Street
SYRACUSE OFFICE: 603 State Tower Bldg.
CHICAGO OFFICE: 14 E. Jackson Blvd.

HOT OFF THE PRESS!

New—Interesting—Valuable

An unusual little booklet of particular interest to buyers of folding paper boxes.

If you use Macaroni, Spaghetti, Vermicelli or Noodle cartons, shells or display boxes, send for this book TODAY.

EMPIRE BOX CORPORATION,
330 So. Wells St.,
Chicago, Ill.

Please send a copy of "Inside Information" to:

Mr. _____
c/o _____
City _____
State _____

M. J.



the crop reporting board of the U. S. Department of Agriculture, who was loaned to the International Institute to direct the world census. This census is expected to furnish information that will indicate the importance of agriculture in the economic scheme of each country and of the world as a whole. The need for such data has been felt, especially since the war. Lack of information is illustrated in the fact that of some 200 countries listed by the Institute, only 60 have ever taken an agricultural census, fewer than 40 have taken such a census since 1900, and of this last number not more than three or four took a census the same year.

Arrangements for the census have already been made with countries, which, with colonies and mandate territories under their control, constitute approximately 90% of the surface of the earth, 95% of its population and probably 98% of its agriculture. Owing to size of the undertaking the scope of the world census is necessarily limited mainly to number and size of farms, area and production of important crops, and number of each kind of livestock by age and sex classification. Each country is free, of course, to obtain such additional data as its organization and resources will

permit. Each country will summarize and publish its own results, which will then be turned over to the International Institute for compilation in world tables, probably in 1931 or 1932.

Modern vs. Old Advertising

Modern advertising is a very different thing from that of our grandfathers. In the mid-Victorian days, the advertiser merely announced where an already created demand might be supplied. The modern advertiser goes out to create demand. In fact 20th century advertising is largely the art of making people want what they otherwise might not even know about.

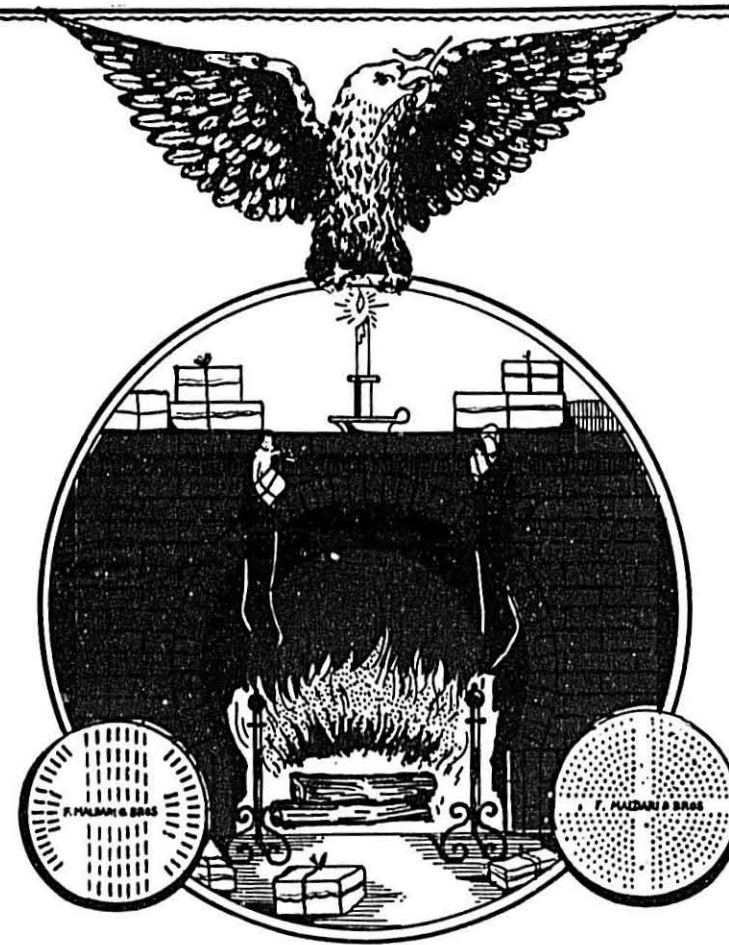
Chain Stores Listed by Bureau

The Chain Stores Research Bureau has issued a list of the number of chains and of retail chain stores in the United States. Groceries lead with 860 chains and 64,000 retail chain stores. Next come 5 and 10 cent to \$1 stores, with 786 chains and 8100 stores. Shoe stores rank third with 596 chains and 6462 stores, and drug stores fourth with 347 chains and 3155 stores. Men's and boys' clothing stores hold the next place for number of chains, followed by women's and children's ready-to-wear stores, dry

goods and department stores and restaurants and tea rooms. Counted number of retail places, cigar stores the fifth place, followed by dry goods and department stores, men's and boys' clothing stores, and women's and children's ready-to-wear stores. Cigar stores, groceries, office equipment stores, bakeries, and jewelry and optical stores have the highest average of stores per chain, 95 in the cigar stores group, followed by 74.4 in the grocery chains, 66.8 in the office equipment chains, 33.5 in the bakery chain, and 3.3 in chains of jewelry and optical stores. Smallest number of stores to a chain were reported in the radio and electrical goods lines, where the number was 7. Floral and seed stores averaged 7.1 per chain, and gift and art shops 8.3.

Kroger Grocery After Piggly-Wiggly

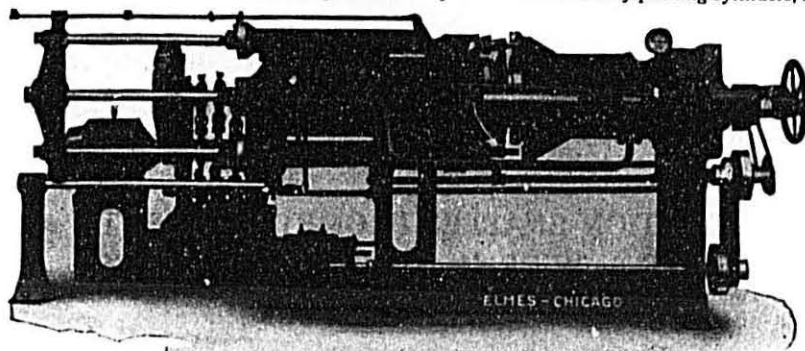
At the convention of the national Piggly-Wiggly operators in October, Memphis announcement was made that the Kroger Grocery and Baking Company of Cincinnati, O., owning the second largest chain of grocery stores in the United States, has offered to buy one-third of the outstanding stock of Piggly-Wiggly Corp. for approximately \$10,000,000.



*Merry Xmas and
Happy New Year*
Maldari Bros.
Per Daniel Maldari
PRESIDENT

THE NEW ELMES' SHORT CUT PRESS
Gives the greatest return for every dollar

Alphabetical or fancy cut goods made any desired thickness.
Variable speed transmission. More speeds. Finer adjustments. Hydraulic and auxiliary packing cylinders, bronze brushed.



Dough tempered by heating device for hot water or steam.
Cylinders outside packed. No dismantling to repack cylinders.
High and low pressure pump. Valve lift. Speed regulating valve.

BUT 49 PER CENT OF
HYDRAULIC MACHINERY
IN USE IS 10 YEARS OLD



MANY ELMES PRESSES
BUILT OVER 45 YEARS
AGO ARE IN USE TODAY

SOLD WITH THE ELMES GUARANTEE---FIRST CLASS MATERIAL AND WORKMANSHIP
CHARLES F. ELMES ENGINEERING WORKS, 213 N. Morgan St., Chicago, U. S. A.

The Macaroni Journal

Trade Mark Registered U. S. Patent Office
(Successor to the Old Journal—Founded by Fred Becker
of Cleveland, O., in 1903.)

A Publication to Advance the American Macaroni Industry.
Published Monthly by the National Macaroni Manufacturers Association.
Edited by the Secretary, P. O. Drawer No. 1,
Braidwood, Ill.

PUBLICATION COMMITTEE
HENRY MUELLER, JAS. T. WILLIAMS
M. J. DONNA, Editor

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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
Display Advertising - Rates on Application
Want Ads - Five Cents Per Word

Vol. X December 15, 1928 No. 8

Heads New Department

M. A. Gray, of Minneapolis, chief chemist for the Pillsbury Flour Mills Co., has been named general director of its newly created production-control department. The Pillsbury company maintains control laboratories in Minneapolis, Buffalo, Atchison and Enid, and the production-control department will have su-



pervision over each. Mr. Gray, through the new arrangement, is relieved of a large amount of routine which will be delegated to the heads of the various mill control laboratories, leaving him free to come and go to better advantage and affording him an opportunity to acquaint himself with conditions in the trade. Mr. Gray is vice president of the American Association of Cereal Chemists, and is well known throughout the flour and baking trade.—Northwestern Miller.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of trade marks applying to macaroni products. In November 1928 the following were reported by the U. S. patent office:

Patents granted—none.
TRADE MARKS REGISTERED

The trade marks affecting macaroni products or new materials registered were as follows:

Pfaffman

On Nov. 13, 1928, the above trade mark of the Pfaffman Egg Noodle Co., Cleveland, O., was registered for use on alimentary pastes—especially noodles, spaghetti, vermicelli and macaroni, prepared in various shapes and forms. Application was filed June 18, 1928, published by the patent office Aug. 28, 1928, and in the September 1928 issue of The Macaroni Journal. Owner claims use since March 1891. The trade mark is the trade name in heavy script letters with shaded, flowing strokes.

REGISTERED (NO OPPOSITION)
Roma

The trade mark of Roma Macaroni company, San Francisco, Calif., for use on alimentary pastes—namely, macaroni and egg noodles. Application was filed March 20, 1928, and published as registered Nov. 27, 1928. Owner claims use since September 1890. The trade mark is the trade name in heavy black type, the ending stroke of the letter "R" underscoring the remaining letters with a downward and upward swing.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in November and published in the Patent Office Gazette to permit objections thereto within 30 days of publication
Urma

The private brand trade mark of The Urma Products company, Louisville, Ky., for use on macaroni, spaghetti, noodles and other grocery products. Application was filed June 12, 1928, and published Nov. 20, 1928. Owner claims use since 1921. The trade mark is the name in heavy black type.

Polar Bear

The private brand trade mark of the Griffin Grocery company, Muskogee, Okla., for use on macaroni and selected grocery products. Application was filed July 14, 1928, and published

Nov. 27, 1928. Owner claims since 1912. The trade mark is trade name in heavy type with wings on letters representing snow ice.

LABELS

Porter Ever Fresh Egg Macaroni Products

The title "Porter Ever Fresh Macaroni Products" was registered Nov. 6, 1928, by the Porter Scarf Macaroni Co., Portland, Ore., for use on macaroni products. Application was published Aug. 20, 1928. The title was given register number 34,924.

Fontana's

The title "Fontana's" was registered Nov. 13, 1928, by the Fontana Products company, So. San Francisco, Calif., for use on spaghetti. Application was published March 15, 1928. The title was given register number 34,924.

Gold Spun Egg Noodles

The title "Gold Spun Egg Noodles" was registered Nov. 27, 1928, by Schoneberger & Sons, Chicago, Ill., for use on noodles. Application was published Sept. 20, 1928. The title was given register number 35,018.

PRINTS.

What, Oh, What A Flavor, etc.
The title "What, Oh, What A Flavor There Is To Heinz Cooked Spaghetti" was registered in duplicate Nov. 1928, by H. J. Heinz Co., Pittsburgh, Pa., for use on cooked spaghetti. Application was published Oct. 14, 1928, and given register numbers 11,315 and 11,316.

Wheat and Macaroni Products Bibliography

(Continued from Page 1)

Wilcox, E. V. Durum wheat (in Gentleman v. 85, no. 14, April 1921, p. 52, 54).
Wiley, H. W. Foods and their preparation. Philadelphia, P. Blakiston Co., 1907. 625 p. Macaroni, p. 248.
Woodridge, J. Harry. A macaroni today. (in Northwestern Miller, no. 9, Nov. 28, 1923, p. 87-88, illustrated.)
Yersa, Dwight K. Durum seed, locally before National Macaroni Manufacturers Association's Convention (in Macaroni Jour. v. 2, no. 3, July 15, 1925, p. 34).

FLETCHER - EICHMAN & CO.

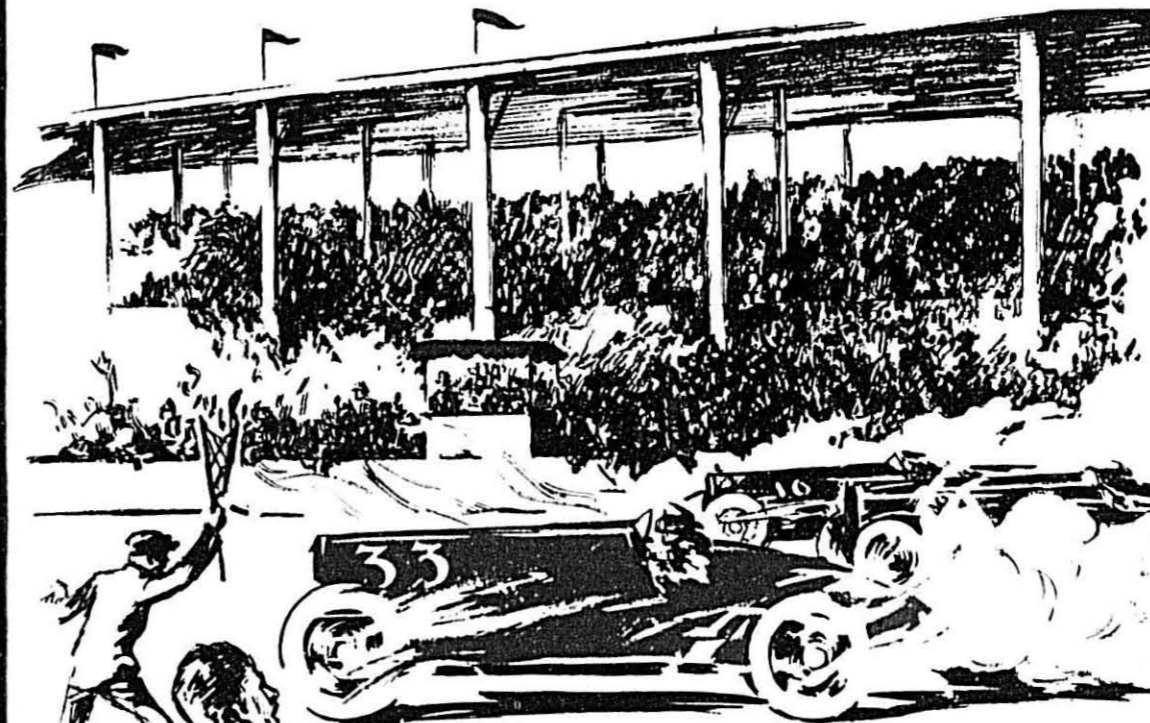
Importers of

"Zolty Brand" Egg Products
Pure Chicken Egg Yolk
Especially selected for Noodles

PURITY - COLOR - SOLUBILITY

Let us figure on your egg requirements

1435 W. 37th St. CHICAGO



Number 33 Wins in Feature

THE race of the season... among a field of cars made of the same materials... piloted by drivers of equal skill... over the same course. The stands rise up in a thunderous cheer as number 33 flashes by the judges' stand... the holder of new records, the winner of new laurels... made possible because the manufacturer of number 33 was more skillful and painstaking than the others.

As it is with automobiles, so it is with semolinas. While semolinas look alike and are packed in similar sacks they are only as good as their manufacturer. For years and years Commander Semolina has won more and more business... set new records... through dependability and quality.



Commander Milling Co.

MINNEAPOLIS, MINN.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE
National Macaroni Manufacturers Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Column

Education and Advertising Go Hand-in-Hand

Quite a few members have asked or written me urging a National Advertising Program.

This subject is uppermost in the minds of your Directors and Officers and a committee has been appointed to devise ways and means to collect a fund for advertising purposes, of which Robert Brown, Fortune-Zerega Company of Chicago, is the chairman.

It is the thought of many also that while this committee is gathering information the Educational Committee should vigorously urge all manufacturers to comply with various food laws and regulations as we appear to still have a few among us who are careless in that respect.

There is also a feeling on the part of others that there are too many manufacturers overlooking the production of quality products and are interested only in how cheap they can manufacture and that it is not going to be advisable to advertise macaroni products unless a certain quality is maintained.

These are a few high spots our members are thinking about and if you have any additional thought in your mind on this important subject, write them to our Secretary.

* * *

Re: Compensation Insurance

Since I brought to your attention the high cost of Compensation Insurance in this industry, I have learned that one company, through investigation of the subject, has been able to save in the neighborhood of \$5000 a year in premiums. Another reports that it anticipates to save about \$500 a year on premiums.

If any of you have taken this matter up with the insurance companies carrying your risk or the insurance departments of your state and have accomplished any results, we shall be very much interested.

Please write the Secretary.

* * *

A HAPPY CHRISTMAS GREETING TO ALL!

The Secretary's Column

Merrily We Hope

Four score of the leading manufacturers of macaroni products in the United States are happy this MERRY CHRISTMAS in the thought that they have been fair to themselves and true to their industry. They are happy because they hold and enjoy a MEMBERSHIP in the National Macaroni Manufacturers Association, thus contributing in no small way toward the happiness of their associated members and the advancement of their industry.

This happiness could be more general in the trade. There are at least four or five score more firms that are progressive enough and that should by all rules of fairness to themselves and to their competitors be enrolled as helpful and supporting members of their trade association.

Do not make the usual mistake of thinking that a statement of this kind is meant only for "the other fellow." If YOU are not now a member of your trade association and if your interests are in the future welfare of the industry, then this means YOU. We make it easy for you to join. Your favorable action on this suggestion will make you and us happy and bring joy to your fellow businessmen.

Give YOURSELF and US a Christmas present this year by mailing immediately your application for membership. If you have no formal application blank, a mere letter stating your good intentions will suffice. Then you will be more happy than ever in the knowledge that you are true to your trade and in happy cooperation with your fellow tradesmen.

Do this now and Christmas 1928 will be merrier and happier.

* * *

Read and Use Classified Ads

Are you looking for a new location? Do you need a new plant superintendent or want some new equipment? Have you some excess machinery to sell or material to exchange? Then refer to and make more frequent use of the opportunity offered by the Classified Advertising Section of this magazine. It will pay you to use and watch this department.

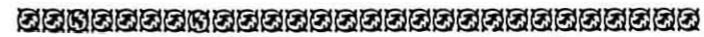
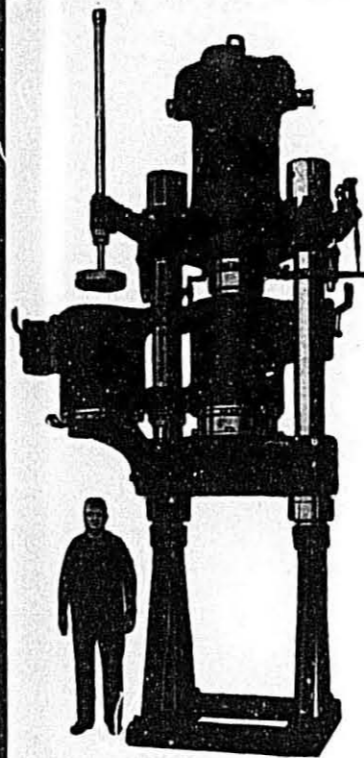
* * *

Next to Godliness

A clean food plant is generally an indication of a clean business.

* * *

A MERRY CHRISTMAS TO ALL OUR FRIENDS.



John J. Cavagnaro

Engineer and Machinist

Harrison, N. J. - - U. S. A.

Specialty of

MACARONI MACHINERY

Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.



*We extend to the Macaroni Manufacturers
our best wishes for a*

Merry Christmas

and a

Happy, Prosperous New Year

Capital Flour Mills, Inc.
St. Paul - Minneapolis

Merry Christmas--and Many Thanks

To the Manufacturers of Macaroni:

PLEASE accept our sincere thanks for the fine volume of business you have given us during the past year. We hope your holiday season will be a merry one, and that 1929 will see more prosperity than ever in the macaroni industry.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"
Minneapolis, U. S. A.

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